

IN
FA
65 | PRESS AND
ADVERTISERS
YEAR BOOK


ADVERTISERS' MEETING PRESS AND MEDIA GUIDE

READ

The Statesman

OTHER

INFLUENTIAL
PEOPLE
DO



let us **PULL**
our full weight

The Plan is a **MUST**
for our survival.

Let all of us in the State of
Maharashtra, whatever our
caste, religion, language, region
or personal predilections,
work wholeheartedly and
vigorously for the success
of the Plan.

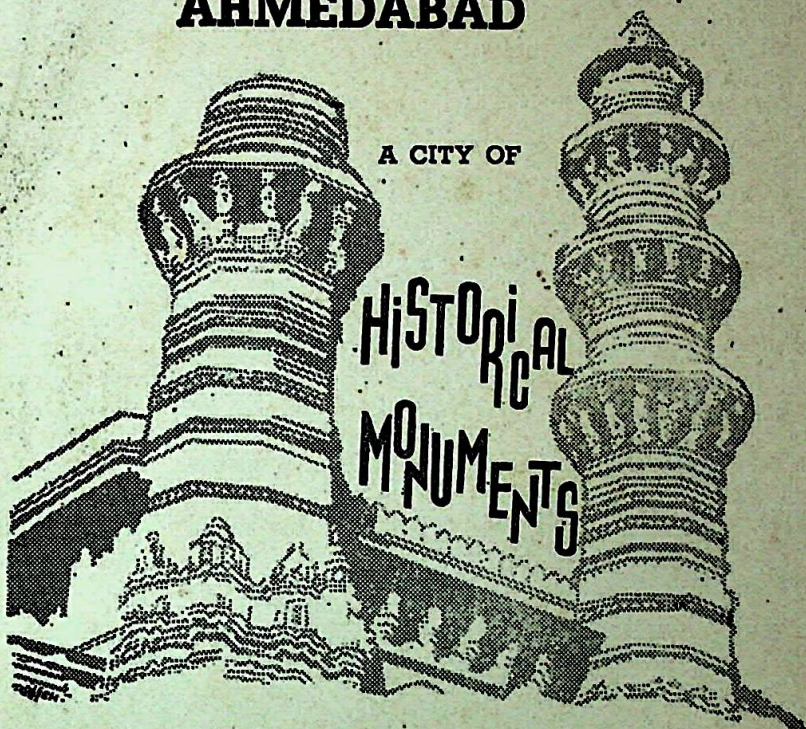
Let us pull our full weight for
the well-being of Maharashtra
and of India.

**progress and prosper
with the plan**

100/-

VISIT

AHMEDABAD



By air from BOMBAY • DELHI • JAIPUR • UDAIPUR
and by rail from all the cities...

• Luxury Coach and Streamlined Air-Conditioned Coach
take tourists Daily round the city offering unique
opportunity to see

• Gandhi Ashram • Juma Masjid • Rani Sipri's
Mosque • Shaking Minarets • Hathising Temples, etc.
LUXURY TAXIES ALSO AVAILABLE

• For particulars write to -

• DIRECTOR OF INFORMATION
Gujarat State Ahmedabad-15

• ASST DIRECTOR OF INFORMATION (TOURISM)
Dhanraj Mahal, Apollo Bunder Road, Bombay-1

• OFFICER IN CHARGE, GUJARAT INFORMATION
CENTRE 72, Janpath, New Delhi.

KASHMIR MARCHES AHEAD

Jammu and Kashmir State (area 86,665 sq. miles, population 3,560,976) as an integral part of the Republic of India has registered considerable progress in various fields during the post-independence era.

Following are the main landmarks of the progress :-

1. Education from Kindergarten to the University standard has been made free. During 1947-64 the number of all types of educational institutions in the State rose from 1,663 to 6,862 and the number of scholars from 1,02,500 to 5,14,400.
2. In November 1948, Jammu and Kashmir University was established as an examining institution. Today it imparts post-Graduate instructions in 14 subjects.
3. In recent years professional Colleges and Institutions such as a Medical College, an Engineering College, two Agriculture Colleges, two Polytechnics and seven Industrial Training Institutes have been established.
4. The First and Second Five-Year Plans were completed at a cost of Rs. 11.52 crores and Rs. 25.95 crores respectively. The Third Five-Year Plan which is of the order of Rs. 75.14 crores is in progress. As a result of the Five-Year Plans 33,569 additional jobs were created.
5. Revenue receipts of the State rose from Rs. 274.45 lakhs in 1947-48 to Rs. 3,016.61 lakhs in 1965-66.
6. The Power potential has increased from 4,000 Kws during the past decade to 31,000 Kws.
7. Per capita expenditure on public health has risen from Rs. 0.47 in 1947 to Rs. 5.80 1964-65. Free Medical aid is provided to the people.
8. Per capita income of the State at 1955-56 price level rose from Rs. 188.41 to Rs. 252.60 between 1951-61.
9. During 1953-64 over five thousand youngmen of the State were deputed for professional training in and outside India at a cost of Rs. 2,78,96,700.
10. Average life expectancy has increased from 32 years to 47 years between 1951-61.

Issued by :

**DIRECTORATE OF INFORMATION
GOVERNMENT OF JAMMU & KASHMIR**

IN
FA
65

PRESS AND
ADVERTISERS
YEAR BOOK

4th edn.—1965 © INFA PUBLICATIONS

INFA PUBLICATIONS

JEEVAN DEEP, PARLIAMENT STREET
NEW DELHI-1

Rs. 100/-

NOTE

The Publishers cannot accept responsibility for mistakes or omission although every care is taken to ensure that all information in INFA PRESS AND ADVERTISERS YEAR BOOK is accurate and up-to-date.

YOUR GUIDING STAR

Nearly three million people, in India and abroad, read The Times of India Publications regularly. By word and by picture, in colour and in black and white, these publications bring into the quietness of your home, the drama and excitement of the explosive times we live in.

The Times of India Publications are your guide to what's happening around you in the world today.

THE TIMES OF INDIA PUBLICATIONS
BOMBAY & DELHI



Scanning a wide horizon...

Viewing an extensive sphere of activities where ideas are moulded into reality—ideas prompted by purposeful planning: patterned for national development in every field: food and agriculture...oil and mining...power and irrigation...cement and steel... In this chain of constant evolution, L&T is a vital link.

L&T's industrial unit at Powai manufactures specialised plant and equipment for a variety of industries: chemical and pharmaceutical, food processing, oil distribution, dairies, switchgear, fertilizers, petro-chemicals and paper.

The factory at Sion manufactures drills and diamond bits for mining enterprises all over the country.

L&T also supplies major engineering projects with earthmoving and agricultural equipment, heavy plant, instruments, industrial appliances and cooling towers.

Backed by the experience and technical know-how of world renowned manufacturers like GHH, Koppers, Voith, Caterpillar, Laur Knudsen, Silkeborg, Christensen Long-year and Audco, L&T sets the pace for industrial progress in every field.



INSTL 264

LARSEN & TOUBRO LIMITED P.O. Box 278, Bombay. P.Bag No. 5247, Madras.
P.O. Box 323, New Delhi. P.O. Box 619, Calcutta.
Also at: Bangalore, Ernakulam, Ahmedabad, Lucknow, Hyderabad, Bhopal, Panjim, Baroda, Rourkela.

C O N T E N T S

<hr/> <div style="text-align: center;">PART I</div> <hr/> <div style="text-align: center;">PRESS</div> <p>Section 1 : General</p> <p>The Press in 1964 3</p> <p>Press Registrar's Report .. 9</p> <p>Newsprint Information .. 15</p> <p>Mail and Cable Rates for Press 19</p> <p>Trade & Professional Associations 27</p> <p>News & Feature Agencies .. 37</p> <p>Sundry Services for Press .. 47</p> <p>Journalism Courses .. 49</p> <p>Press Correspondents Accredited to Central Government .. 53</p> <p>Section 2: Government Information Services</p> <p>Central Government Information Services .. 71</p> <p>State Government Information Services 105</p> <p>Foreign Information Offices in India 121</p> <p>Section 3: Press & Parliament</p> <p>Press Gallery in Parliament .. 133</p> <p>Section 4: Press Laws</p> <p>The Working Journalists (Conditions of Service) and Miscellaneous Provisions Act, 1955 139</p> <p>The Working Journalists (Conditions of Service) and Miscellaneous Provisions Bill 1955 151</p> <p>The Prize Competitions Act, 1955 157</p> <p>The Parliamentary Proceedings (Protection of Publication) Act, 1956 163</p>	<p>Section 5: Who's Who in Indian Press 167</p> <div style="text-align: center;">ADVERTISING</div> <p>Section 1: General Information</p> <p>Advertising in 1964 .. 191</p> <p>Extracts from Reports on Government Advertising and Films 199</p> <p>Trade & Professional Associations 211</p> <p>Leading Advertisers .. 217</p> <p>Advertising Agencies & Their Clients 231</p> <p>Sundry Advertising Services .. 269</p> <p>Section 2: Who's Who in Advertising and Public Relations .. 281.</p> <hr/> <div style="text-align: center;">PART II</div> <hr/> <div style="text-align: center;">MEDIA INFORMATION</div> <p>Section 1: Media Planning</p> <p>Map of the Indian Union .. ii</p> <p>List of States and Union Territories showing Area & Population iii</p> <p>Key to Abbreviations .. iii</p> <p>General information & Media cost charts—Statewise .. v</p> <p>Section 2: Rates & Data</p> <p>Introduction to Press Media 1</p> <p>Press Media .. 5</p> <p>Supplementary List .. 289</p> <p>Introduction to Cinema Media 294</p> <p>Outdoor Advertising .. 315</p> <p>Radio Advertising .. 320</p> <p>Business Representatives and Offices of Newspapers .. 324</p> <p>Index to Press Media .. 355</p> <p>Index to Advertisers .. 377</p>
---	---

For News And Views

READ

AMRITA BAZAR PATRIKA

The national English daily published from Calcutta, with a circulation of 98,300 copies per day. With arrangements for reproduction of Display advertisements in NORTHERN INDIA PATRIKA published from Allahabad with a circulation of 21,622 copies per day.

TOTAL CIRCULATION BENEFIT 122,276 COPIES PER DAY

JUGANTAR

The powerful and fearless Bengali daily from Calcutta with a circulation of 122,871 copies per day.

AMRITA

The progressive modern Bengali weekly published from Calcutta which has made itself indispensable in every home.

Climbing . . .

Highest Sales Summit!

amongst all certified
Gujarati Dailies in the
latest ABC (July-Dec '64)
report with

49,215 COPIES



SANDESH

Premier Gujarati Daily
of Gujarat.

The present Daily sales exceed

52,000 COPIES

AN INEVITABLE CHOICE OF
A DISCREET ADVERTISER

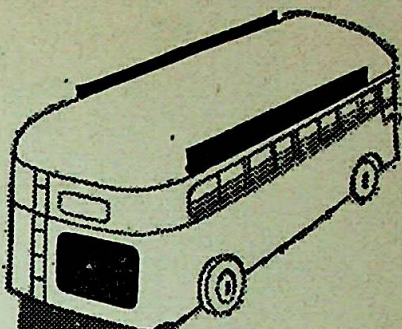
HEAD OFFICE:

Sandesh Bhuwan, Gheekanta
Road, Ahmedabad-1.
Phones : 24241 — 24242.

Bombay Office : 235 D.N. Road,
Sorab House, Fort,
Phone : 261183 .

Delhi Offices : (1) Sandesh Ltd., Office,
13-B Shopping Centre
Jor Bagh, New Delhi.

(2) Navbharat Agencies,
2/19, B.S.A. Delhi-9.
Phone: 224130.



THE MOVING MESSAGE...

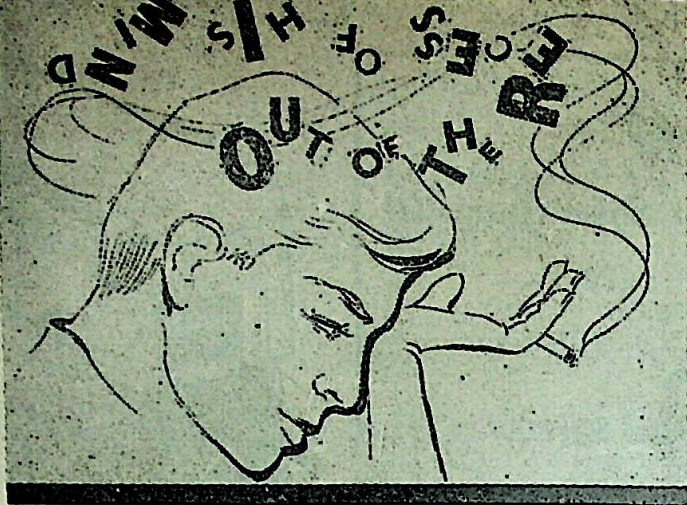


...GOES RIGHT INTO THE VILLAGES

For advertising on Maharashtra, Gujarat and Bihar State Transport Buses, please write to:

TRANSPORT ADVERTISING SERVICE
Lentin Chambers, Dalal Sreet, Bombay-1
Grams: 'Mediaad' Telephone: 251703
Branches: AHMEDABAD • PATNA • LUCKNOW

MEDIAAD



out of the
recess of
his mind...

Come words which pull, persuade and inspire.

Effective words which clothe your ads,
Original layouts which arrest your attention.
Words which sell fans and flashlights, medi-
cines and machinery, toys and typewriters,
coolers and heaters, scientific instruments
and sewing machines, cosmetics and financial
service.....

STERLING ADVERTISING PRIVATE LTD.

Head Office :
Jeewan Roop Mansion,
L-Block, Connaught Circus,
New Delhi. Phone : 40676

Branch Office :
Causeway House,
Colaba Causeway,
Bombay-1. Phone : 211253

DESIGNS
BLOCKS
CINEMA SLIDES
MATS
&
STEREOS

Want them first class?
Want them fast?

EXPRESS BLOCK

MAKE THEM

EXPRESS BLOCK
& ENGRAVING STUDIOS PVT. LTD.

Mustafa Building, Sir P. M. Road, Bombay-1
PHONES : 252204-5 GRAMS : "EXPRESBLOK"

— SYMBOL OF SPEED & QUALITY —



General

The Press in 1964—3
Press Registrar's Report—9
Newsprint Information—15
Mail and Cable Rates for Press—19
Trade & Professional Associations—27
News and Feature Agencies—37
Sundry Services for Press—47
Journalism Courses—49
Press Correspondents Accredited to Central Government—53



TISCO

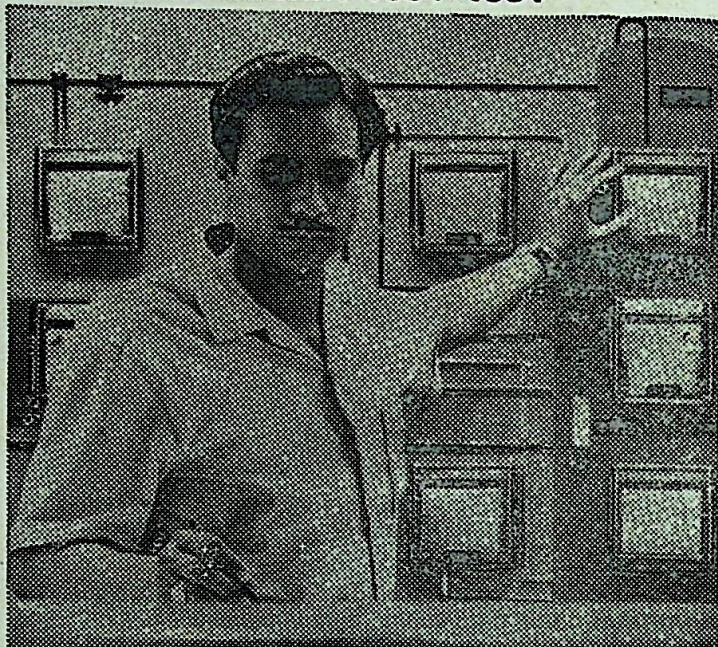
TECHNICAL JOURNAL OF THE TATA IRON AND STEEL COMPANY

The only serious journal in the country dealing with the problems of the iron and steel and engineering industries at an advanced technical level.

All correspondence regarding advertising and subscriptions may be addressed to :

The Joint Editor, TISCO
Public Relations Department
The Tata Iron and Steel Company Limited
Jamshedpur

**ESSO BOMBAY REFINERY
TENTH ANNIVERSARY 1954-1964**



chain reaction

Ten years ago, India's first modern oil refinery began operations near Bombay. Once mainly a swamp known as Trombay, the area around the refinery is now a bustling industrial township. For the switches that started the Esso Refinery also sparked off a powerful chain reaction of industrial development—many ancillary industries, a thermal power station and a number of chemical plants have sprung up in the area and a fertilizer plant is now under construction.

Trombay will remain a significant land-mark in the economic take-off of the country and Esso's investment an example of how private 'seed capital' can provide the stimulus for continuous industrial growth.



**ESSO STANDARD REFINING
COMPANY OF INDIA LTD.**

JWT-KSPP. 201 (A)

The Press in 1964

In the chronicle of the Indian Press, 1964-65 may be said to be a watershed, the charismatic Nehru era on the one side, and the post-Nehru world of toilsome reality, over the hump.

The passing away of Jawaharlal Nehru found the Press the country over voicing a nation's profound sense of bereavement, and for a time a certain measure of perplexity about the future. But, with the installation of Mr. Lal Bahadur Shastri as Prime Minister, the Press had quickly settled down to the responsibilities spelled out by a transition that by its smoothness emphasised the vigour of our democratic tradition.

In another direction, the Press now faces a formidable challenge. In the beginning of the year, the Emergency was apparently just a meaningless relic of the nightmarish days of 1962. Towards the end of April 1965, it had acquired the proportions of a grave national crisis.

At the time of going to press, India appeared to be threatened on many fronts by a spurt in Pakistani bellicosity. Rawalpindi, it was reported, had ordered what looked suspiciously like general mobilisation. Pakistani concentrations in the various border regions were rapidly assuming a warlike character; intrusions into Indian territory had begun to disturb the uneasy peace subsisting between the neighbours.

Suspensions of Chinese collusion in a plot against India's security and territorial integrity were rife, for reports were continually coming in of sinister activity along our far-flung frontier with China as well.

National Crisis

Yet, in the face of this twin danger, the Indian Press, at least the greater part of it, maintained a praiseworthy balance,

refusing to give in to hysteria and pointing steadfastly towards a peaceful way out. Here was promise that the Press was more than alive to the burden that rested upon it. It would not exacerbate feelings to the point of no return; neither, in the event of a real flare-up, would it be found wanting. Its whole weight would be thrown into the mission of fostering the necessary national enthusiasm for the effort at preserving our unity, freedom and integrity.

The portents have been far from discouraging. Early in 1964, we witnessed the unhappy outbreak of communal frenzy in East Pakistan and in certain regions of this country. The influence of the Indian Press during its most excruciating periods was, by and large, cast on the side of conciliation, healing and communal harmony.

Likewise, in the tumult and fury let loose by the unfortunate language controversy this year, the Press threw its weight largely on the side of reason and caution, pleading for patience, understanding and single-minded effort at safeguarding the oneness of the country.

These are the highlights of a year that otherwise was 'routine' and 'undistinguished' and 'ended much as it had begun'.

The Press and the Law

The Defence of India Rules, still very much in force, were brought into play only during the close of the period under review in respect of six newspapers in the South for the publication of news items and comments in connection with the linguistic disturbances in Madras State. That was a matter immediately taken up by the All-India Newspaper Editors' Conference. The attention of the Union Home Minister was promptly drawn to the breach of procedure on the part of the Madras Government by the

President and the Secretary-General of the A.I.N.E.C., and the Standing Committee of the Conference at its meeting at Panjim on April 16, 1965, recorded its protest against the Government's failure to consult with the Central Emergency Press Advisory Committee.

Except for these prosecutions, there was nothing to mar the co-operation between the Government and the Press. Neither did any newspaper or periodical come within the mischief of breach of privilege of Parliament. That, however, did not prevent the A.I.N.E.C. from making a fervent plea for the codification of the powers, privileges and immunities of Parliament and the State Legislatures. At its annual session at Gauhati in December 1964, the Editors' organisation passed a resolution urging such codification in order to promote the proper functioning of the Press in this country and harmonious relations between the Press and the legislatures.

In this context, Parliament was urged to bestow attention on the judgment of the Supreme Court in the matter relating to the U.P. Legislature.

Press Council Bill

The Press Council Bill was no nearer being placed upon the Statute Book than it was in the preceding year. As a prescription for the ills that afflict the Press, the setting up of a Press Council has been debated for long. The preliminary Bill presented in 1963 was withdrawn and a more comprehensive one brought up before the Rajya Sabha. This revised version met with no better reception than the original. It was accepted in principle, of course, as an instrument of self-regulation, but its provisions were assailed from all quarters—proprietors, newspaper editors and working journalists.

The welcome to the Bill in the resolution of the A.I.N.E.C. annual session at Gauhati was subject to certain considerations affecting the professional interests of the editors, notably the quantum of representation on the proposed Council.

The measure was subsequently referred to a joint select committee of Parliament, which has since submitted its recommen-

dations. A Bill incorporating some of the suggested changes may be presented during the monsoon session of Parliament. In what shape it will finally emerge, and whether it will satisfy every reasonable grievance, from whatever quarter it should come, remain to be seen.

Newsprint Shortage

Meanwhile, as the Press Registrar confessed in his annual report for 1964-65, the rate of rise in circulation of newspapers and periodicals during the period was circumscribed by the continued need to ration newsprint and other allied requirements stemming from the difficult foreign exchange position. Newsprint continued to be very short as in the previous year.

The new import policy in respect of this commodity so vital to the growth of the Press was announced on April 22, 1965. It provided little comfort, however, to the parties most concerned. The concessions were marginal. More substantial imports of foreign newsprint were ruled out. The larger allocations to certain categories were far from adequate to alleviate the burdens placed on the industry.

The Indian and Eastern Newspaper Society put out during this period a weighty indictment of Government's policies in this regard. A folder pamphlet issued by it goes under the significant title: 'Can Newspapers Survive the Newsprint Crisis?' It asks several pointed questions, such as, Does not the Press—the printed word—deserve a better deal? It points to figures of the increase in the *per capita* newsprint consumption over the ten years from 1950 to 1960 in countries like Burma and Indonesia. India's showing in this respect, it contends, is very poor in comparison. In such a context, the leaflet asks, could our country alone afford to stifle the Press on the plea of foreign exchange shortage?

The I.E.N.S. goes on to argue that "actually, the Press is facing a very grim situation. The starvation of newsprint is real, true. All the time, the threat of closure is hovering around the doors of the Press—for want of newsprint Is there not a way to release the suffocation? There is: By giving news-

print priority in imports, next only to food (newsprint is vital to the nation—as vital as food is.)”

The production of indigenous newsprint has not shown any appreciable rise. The promised expansion of NEPA mill output has belied expectations, and its paper still costs much more than the imported variety. A new factory has been set up in Madhya Pradesh, but its impact on the scarcity position will not be noticeable for some time to come. As in past years, the Government has fixed its import quotas in terms of quantities so that consumers are not benefited even when there is a fall in the world price of newsprint.

Curbs on Advertisement Expenditure

Another issue over which controversy has been aroused relates to proposals to curb expenditure on advertisement. The matter has been shelved for the time being but that Government will soon introduce measures to this end has been made amply evident.

Newspaper interests have protested that such restrictions will seriously affect their revenues, indeed, cripple them. Particularly in the light of the increasing wage burdens imposed upon them by recent legislation, they complain that this blow at their resources position is doubly injurious. A similar protest was being formulated on behalf of the A.I.N.E.C., too.

The Government has relented only insofar as it has given an assurance that any limits and conditions it may prescribe for allowance of expenditure incurred on advertisement will not have retrospective effect—a concession hardly likely to mollify the opposition the original proposal has evoked.

Circulation Trends

On the growth of the Indian Press, the Press Registrar's annual survey for 1964-65, which covers major developments during the preceding year, has this to say: “The somewhat abnormal momentum which the development of the Indian Press had received in 1962 due to the twofold causes of the Chinese invasion and the General Elections gradually petered out, and was replaced by a more steady tone.”

The progress recorded in 1963 was not spectacular, it is true. The necessary stimuli were lacking. Further, there was the continued shortage of newsprint which inhibited advance. Yet what has happened during the period under review has certain features worthy of note.

English daily newspapers continued to command the highest circulation (14.52 lakhs or 26 per cent of the total circulation of all dailies). Hindi dailies came second with a circulation of the order of 7.64 lakhs. The number of Hindi papers, however, was larger than that of any in the other languages, exceeding those in English by 50. In the improvement of circulation, again, Hindi recorded a 7 per cent improvement against the 2.6 per cent of the English. This rate of increase was eclipsed only by papers in Kannada and Urdu.

Another significant feature was the area of influence of dailies. Sixteen of the 25 published from the metropolitan cities of Delhi, Calcutta, Bombay and Madras had reduced their percentage of circulation in areas outside the State of their publication. Consider this alongside the fact that the number of dailies published from towns with a population of less than one lakh nearly doubled during the period. Here was proof that the mofussil Press—medium and small papers—was coming into its own.

Monopolies

The Press Registrar's study of common ownership of newspapers is revealing. The trend towards monopolistic control of the Press was further strengthened in 1963. The 143 dailies under common ownership in 1963 controlled 68.4% of the total circulation of dailies in the country, against 65.9% commanded by 130 papers in the preceding year.

The Press itself was growing into a big industry, and to some extent, perhaps, into an ancillary tool of the even bigger industries owned by the same people who owned newspapers. This was a feature peculiar to the Press in India—and one that has caused a great deal of concern. The Government has on various occasions expressed its determination to curb this unwholesome trend, but has failed

so far to spell out the outlines of remedial action. The problem doubtless bristles with innumerable difficulties, but it should surely be possible through measures to promote the development of the medium and small newspapers to make a dent in this pattern of monopoly.

The Indian Languages Newspapers Association has, for instance, waged a gallant campaign for suitable incentives to medium and small papers. It has gained certain concessions, but not enough to place them in a position of strength *vis-a-vis* their more formidable rivals.

Both in the allocation of newsprint and advertisement, the weaker sections of the Press need a larger measure of Government patronage than they receive today.

A concrete step towards the amelioration of the position of the small newspapers, especially those published in the Indian languages, was taken by the Government of India in May 1964, when it set up an Enquiry Committee on Small Newspapers, consisting of non-officials, to make an investigation into the difficulties and problems facing this sector of the Press, and to advise Government on measures to be taken for assisting it.

The Committee, headed by Mr. R. R. Diwakar, M.P., has toured several States of the Indian Union, considered oral and written representations, collated answers received in response to a questionnaire and arrived at certain tentative conclusions. Its full report is expected to be issued in the near future.

The main problems discussed by the Diwakar Committee centred on unrestricted supplies of newsprint at lower subsidised rates up to 10,000 copies; allocation of Government advertisements on a more generous scale, and an effort to induce commercial advertising to do some rethinking on the distribution of advertising material; elimination of factors that lead to uneven and unfair competition (including the introduction of the price-page schedule); introduction of the slab system of rates in order to make news services like the PTI available to small newspapers at a cheaper cost; and easy availability of machinery and

equipment, technical assistance finance, etc.

Press Bodies

The three principal organisations in the professional and industrial wings of the Indian Press are: The Indian and Eastern Newspaper Society, promoting the commercial interests of the newspaper industry; the All-India Newspaper Editors' Conference, to safeguard the freedom of the Press by upholding professional standards; and the Indian Federation of Working Journalists, for securing the economic interests of the practitioner of the profession. If the three could work in co-operation, discovering an identity of purpose, much might have been accomplished for the advancement of the Indian Press. But, unfortunately, such collaboration or community of interests was lacking.

The IENS was, during the year, pre-occupied with the struggle for ampler allocations of newsprint, and latterly with the admittedly difficult problems arising from the proposed curbs on advertisement expenditure. The AINEC was not wholly unconcerned with these wrinkles of the Indian Press, but had other vexatious issues to deal with—the trespass upon the prerogatives of the Central Emergency Press Advisory Committee, for instance; the question of codification of Parliamentary privileges and immunities; and the quantum of representation on the proposed Press Council.

The Working Journalists' Federation, on the other hand, continued in its refusal to co-operate either in the Press Consultative Committee or the proposed Press Council on the ground of inadequacy of representation. It derived what comfort it could from the promise of the second Wage Board for working journalists made some time ago, but still awaiting fulfilment.

The Indian Language Newspaper Association, espousing the interests of the medium and small papers in the Indian languages, could look upon the progress made in their sector of the Press with a measure of gratification, though its fight for equality of opportunity with the monopolistic Press could not be said to have made much headway.

The Press Institute of India (affiliated to the International Press Institute) set up by editors and publishers on January 1, 1963, has now come of age, as it were, and is playing a constructive role as an organisation designed to take a synoptic view of the Press as a whole in all its aspects—professional, technical and managerial. During the year under review, it held a number of seminars and workshops as in the preceding twelve months. Its consultancy service is now operating an expanded programme, and its plans for a comprehensive Press Centre have also made considerable progress. The Institute is indeed forging ahead and is shaping as a forward-looking body charged with the task of charting the course for the future development of the Fourth Estate in India.

The Press in India did come in for notice in the speech made in the Lok Sabha on April 9, 1965, by Mrs. Indira Gandhi, Minister for Information and Broadcasting, in reply to the debate on her Ministry's demands for grants. She recognised the "persistence of monopoly in the newspaper industry as harmful to the growth of a truly representative Press" and said the Monopolies Commission had been asked to look into the question.

Mrs. Gandhi expressed sympathy with the demand for the liberalisation of newsprint imports, but suggested that the industry could itself ease the situation in two directions. It could eliminate the misuse of newsprint and also it could agree to a price-page schedule.

There was a pledge of something positive and constructive, though, in the Minister's speech. It related to the establishment of a National Institute of Mass Communications in the campus of the proposed Nehru University. Here one saw her concern for the development of mass communications media, among which the Press must take its rightful place.

The future of the Press in India depends, however, principally on its own endeavours. Released into a more bracing environment with independence, it should have achieved the leadership which legitimately belongs to it. That it has not, is unfortunate. Maybe, in the crucible of the national crisis of today it will develop the resurgent spirit and the inner strength to go ahead and fulfil its destiny.

OUR TWO WINGS OFFER COMPLETE SERVICE UNDER ONE ROOF!

ORIENTAL LANGUAGES BUREAU: Fully equipped, undertakes complete translations, type-settings and language adaptations for Press ads in ALL the regional languages of the country.

&

INTERNATIONAL CLIPPING SERVICE: Has best facilities for the regular supply of Press clippings on business, political or any other subjects of interest to you. Clippings are culled and collated from more than 200 All-India publications. Also undertakes compilation of statistical reports on competitive Press Advertising month by month.

Manned by a fine team of expert linguists, first-rate artists and experienced journalists, our services have been patronised by a large and distinguished clientele all over India and abroad.

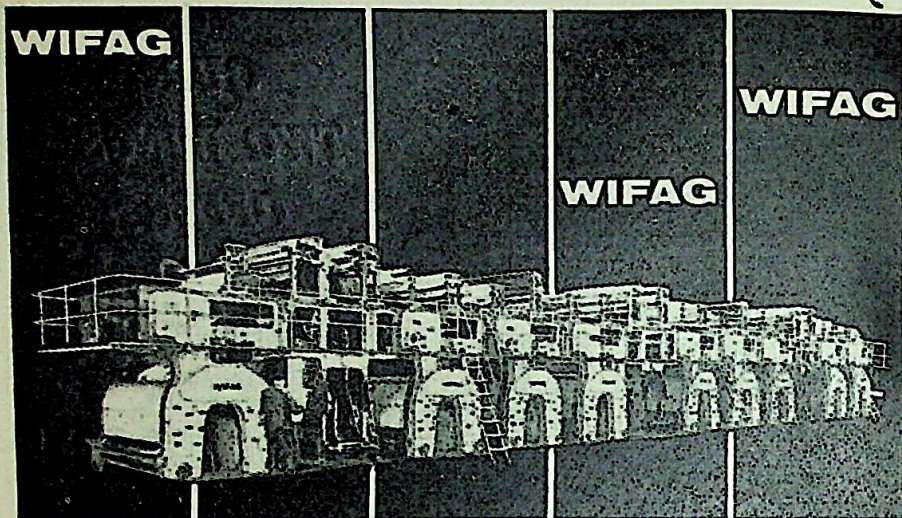
Write for full particulars:

INTERNATIONAL CLIPPING SERVICE

Lakshmi Building, Sir P. M. Road,
Fort, Bombay.

Telephone:
263451

Telegram:
ORIENTCLIP



Throughout the world, several million newspapers and magazines are printed every day on Wifag rotary printing presses.

A new 144-page high-speed newspaper rotary printing press has been built by Winkler, Fallert & Co. Ltd, Berne, for the „De Volkskrant“ printing plant, Amsterdam.

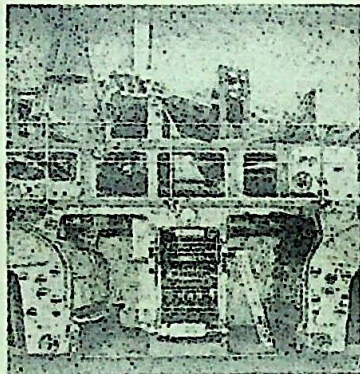
This machine, which allows for the later addition of extra printing units, consists of
 9 high-speed printing and perfecting units,
 6 of which equipped with colour units,
 3 high-speed folders,
 9 drives with main motors,
 9 paper reel stars with automatically controlled NON-STOP pasters.

The printing units and folders are erected on a concrete substructure.

180 000 newspapers printed in one or more colours may be produced hourly. At this output, the web speed is approx. 11 yards per second, and each folder delivers 16 cut and folded copies. The Wifag rotary printing presses are of excellent workmanship, being built to the well-known High precision Swiss standard.

For nearly 40 years now, the Wifag rotary printing presses have been sold by Graphicart, Tellstrasse 18, Berne.

Graphicart knows exactly what customers need



Graphicart

Sole Agents

THE PRINT & PAPER (SALES) PRIVATE LTD.

47A, WATERLOO STREET

CALCUTTA-I

BRANCHES:

Bombay

Madras

Delhi

Press Registrar's Report— 1964*

General Review

(Extracts from Chapter I, Part I. of the Report published in April 1964)

The somewhat abnormal momentum which the development of the Indian Press had received in 1962 from the two-fold causes of the Chinese invasion and the General Elections, gradually petered out and was replaced by a more steady tone. While the rate of increase in the total circulation of newspapers and periodicals in 1962 was 8.8 per cent in 1963 it came down to 5.4 per cent. The total circulation of 4,570 papers, in respect of which data were available for 1963, was 202.91 lakhs as compared with 192.58 lakhs for 4,467 papers in 1962.

The rate of rise in circulation this year might have been higher but for the continued need to ration newsprint and other allied requirements due to the difficult foreign exchange position.

Language-wise, the rate of increase in circulation was shared by all the languages except Marathi. The Hindi Press, which had suffered a decline in circulation in 1961, but had shown a remarkable 7.0 per cent improvement in 1962, showed a further increase of 4.8 per cent in 1963. The highest increase (13.1 per cent) was in Kannada, closely followed by Urdu (12.3 per cent). English papers had an increase of 2.6 per cent. The lowest increase was for Telugu papers (0.9 per cent).

An analysis of circulation of 25 leading dailies published from the four metro-

politan cities of Delhi, Calcutta, Bombay and Madras showed that 16 of them had reduced their percentage of circulation in areas outside the States of their publication; only five had marginally increased it.

A comparison of the number of dailies appearing from State capitals, cities with over one lakh of population and towns with less than one lakh of population, in 1963 and 1962, shows that while the number of dailies published from State capitals increased only slightly (from 199 to 204), and those published from cities with over one lakh of population decreased substantially (from 219 to 185), the number of dailies published from towns with less than one lakh of population nearly doubled itself (from 63 to 114). Thus, the trends noticed in last year's Report of the mofussil Press—medium and small papers—beginning to come into its own, were further accentuated.

Ownership

This year's study of common ownership of newspapers revealed that six papers owned by big business enjoyed a monopolistic position. The Express chain of newspapers controlled one daily, the Vijayawada edition to the Indian Express, commanding a circulation of 37,709 or 66.8 per cent of the total cir-

* As the material for the Press Registrar's Report for 1965 was still in the process of being collated at the time the Year Book went to press, this review covers the period from April 1963 to April 1964. A more up-to-date review of the Indian Press in 1964 will be found in "The Press in 1964-65" at the beginning of this volume.

ulation of all English language dailies in Andhra Pradesh. One Telugu daily 'Andhra Prabha' from Madras (with a circulation of 10,367) enjoyed 80.7 per cent of the circulation of all Telugu dailies in Madras. Another Telugu daily, 'Andhra Prabha' from Vijayawada (circulation 57,712) commanded 59.5 per cent of the circulation of all Telugu dailies in Andhra Pradesh.

In the 'Times of India' chain, one Hindi paper, 'Nav Bharat Times' (Bombay) had a monopolistic position with a circulation of 26,712 or 90.6 per cent of the circulation of all Hindi dailies in Maharashtra. 'Nav Bharat Times' (Delhi) also enjoyed a similar position in Delhi, having a circulation of 24,233 or 66.1 per cent. An English daily, 'Statesman' (Calcutta, circulation 72,977) also held a monopolistic position, controlling 52.9 per cent of the total circulation of English language dailies in West Bengal.

The number of dailies under common ownership increased from 130 in 1962 to 143 in 1963. Two dailies under common ownership which commenced publication during the year under review were : 'Indian Express' (English) from Madras, and 'Thanti' (Tamil) from Coimbatore.

The 143 dailies under common ownership in 1963 controlled 68.4 per cent of the total circulation of dailies in the country, as against 65.9 per cent commanded by 130 papers in 1962. Actual circulation increased from 35.46 lakhs in 1962 to 38.17 lakhs in 1963. Nine owners—four chains, three groups and two multiple units—among them published 43 dailies and commanded a total circulation of 23.35 lakhs or 41 per cent of the total circulation of all dailies in the country.

As in the previous year, the study of common ownership this year also is confined to enterprises owning dailies and news and current affairs periodicals. This is meant to bring the common ownership of such newspapers into sharper focus. There was considerable increase during the year in the circulation of such papers coming under chains, groups and multiple units. This increase in circulation was not due to any increase in the number of papers, but to the im-

provement in their circulation. The percentage of circulation of papers under common ownership to the total circulation of all papers rose from 23.9 in 1962 to 24.8 in 1963.

As regards papers controlled by political parties, this year's study revealed that the Congress Party, controlling 29 papers, had numerical superiority over the other two all-India parties. The Communist Party of India controlled 25 papers, followed by the Praja Socialist Party's nine papers. Thirteen papers published by the Communist Party of India for which data were available had a circulation of 82,920, whereas 20 papers published by the Congress Party claimed a circulation of 27,483 and three Praja Socialist Party papers had a circulation of 2,628.

Statistics

There were 7,790 newspapers and periodicals on the records of the Registrar of Newspapers on December 31, 1963, as against 7,397 on December 31, 1962. A total of 1,275 papers were added during 1963 and 882 papers were removed from the records during the year. Thus there was a net increase of 393 in the total number of papers. While in 1962 all States except Madhya Pradesh shared the increase in the number of papers, in 1963 the increase was shared by all the States without exception and also by all the languages excepting Marathi.

In 1963, 1,648 Hindi papers—more than in any other language—were published. In 1962 only 1,497 Hindi papers were in existence. The number of papers in English in 1963 was 1,598. Thus the number of Hindi papers exceeded the number of English papers by 50. Uttar Pradesh had the largest number of Hindi papers, namely, 646, followed by Rajasthan (233), Madhya Pradesh (220) and Delhi (150). Urdu continued to hold the third position with 712 papers, followed by Bengali (553), Gujarati (456), Tamil (450) and Marathi (445).

Among the States, Maharashtra published the largest number of papers, namely, 1,208, followed by West Bengal and Uttar Pradesh with 1,014 and 1,000 papers respectively. Madras brought out 744 papers and Delhi 735.

The number of papers published in other States and Union Territories was as follows:

Punjab 495, Andhra Pradesh 435, Gujarat 408, Mysore 274, Kerala 369, Rajasthan 301, Madhya Pradesh 259, Bihar 191, Assam 75, Manipur 20, Tripura 13, Himachal Pradesh seven, Andaman and Nicobar Islands five and Nagaland two.

As a result of the extension of the Press and Registration of Books Act to Goa and Pondicherry, papers from these territories were also included in the all-India total. From Goa 24 papers were being published and from Pondicherry 20 papers.

Language-wise Break-up of Circulation

Circulation data were available in 1963 in respect of 4,570 papers. The total circulation claimed by them came to 202.91 lakhs.

As in previous years, English continued to command the highest circulation. In 1963, the circulation claimed by English papers was 52.57 lakhs, compared with 47.59 lakhs in 1962. This was followed by Hindi papers with a circulation of 35.08 lakhs compared with 33.64 lakhs in 1962. Tamil came third with a circulation of 26.05 lakhs. The circulation of papers in other languages was: Assamese 81,000, Bengali 11.43 lakhs, Gujarati 13.63 lakhs, Kannada 551 lakhs, Malayalam 14.34 lakhs, Marathi 13.32 lakhs, Oriya 1.48 lakhs, Punjabi 2.48 lakhs, Sanskrit 13,000, Telugu 7.98 lakhs and Urdu 9.58 lakhs.

The rate of increase of 5.4 per cent in circulation during 1963 was shared by all the languages except Assamese, Oriya and Urdu. The rate of increase was the highest (44.4 per cent) for Sanskrit papers, followed by Punjabi papers with 18.1 per cent. English papers showed a rate of increase in circulation of 10.5 per cent and Hindi papers of 4.3 per cent. The rate of increase in circulation in case of other languages was Bengali 5.5 per cent., Gujarati 3.9 per cent, Kannada 8.9 per cent, Malayalam 3.3 per cent, Marathi 2.1 per cent, Tamil 1.7 per cent and Telugu 8.6 per cent.

Number and Circulation of Dailies

Out of 7,790 newspapers on record, 503 were dailies, 22 more than the previous year's figure of 481. The number of new dailies that started publication during 1963 and 30.

Excepting Gujarati, Tamil and Urdu dailies which declined in number and Assamese, Oriya, Sanskrit and multi-lingual dailies which remained stationary, all the other languages gained in number compared with the previous year. At the end of 1963, there were 33 Gujarati, 29 Tamil and 64 Urdu dailies, as against 38, 30 and 67 respectively in the previous year.

Hindi added the largest number (9) of daily papers to its previous year's total of 133. Next came English dailies which increased from 49 to 54. The number of dailies in the other languages at the end of 1963 was as follows :

Assamese one; Bengali nine; Kannada 34; Malayalam 39; Marathi 41; Oriya five; Punjabi 15; Sanskrit one; Telugu 13; bi-lingual 11; multi-lingual one and 'other' languages 11.

The circulation of the 345 dailies for which data were available was 55.79 lakhs, an increase of 3.7 per cent over the previous year. The rate of increase in circulation of dailies during the earlier years was as follows:

1960—7.7 per cent; 1961—2.6 per cent and 1963—13.7 per cent.

Language-wise, English dailies continued to command the highest circulation (14.52 lakhs) or 26 per cent of the total circulation of all dailies. Hindi dailies, (numerically the largest group) came second with a total circulation of 7.64 lakhs. Tamil dailies with a total circulation of 6.88 lakhs occupied the third position, followed by Malayalam dailies (6.13 lakhs), Marathi (5.36 lakhs) and Gujarati (4.41 lakhs). In the other languages, the circulation of dailies was: Bengali 3.03 lakhs; Urdu 2.6 lakhs; Telugu 1.77 lakhs; Kannada 1.74 lakhs; Oriya .75 lakh; Punjabi .46 lakh; bi-lingual .22 lakh and 'other' languages .21 lakh. The lone Assamese paper had a circulation of 7,000.

Of the 30 new dailies which commenced publication during the year, Madhya Pradesh, Mysore and Uttar Pradesh had five each. While Maharashtra's share was three, Madras, West Bengal and Delhi had two each; Goa, to which the Press and Registration of Books Act was extended in 1963, had two new dailies during the year. (There were already seven dailies in Goa). Bihar, Punjab, Rajasthan and Gujarat got one each.

Language-wise, among the 30 new papers five were English, ten Hindi, one Bengali, one Gujarati, four Kannada, two Marathi, one Tamil, four Urdu, one bi-lingual and one 'other' language.

Periodicals in Different Languages

The periodicals in the country showed a steady growth in number and circulation. The total number rose from 6,880 in 1962 to 7,238 in 1963.

Out of the total number of periodicals on record in 1963, 4,199 which had submitted their annual statements commanded a circulation of 146.55 lakhs, whereas in 1962, 4,113 periodicals had a circulation of 135.41 lakhs.

The circulation of 3,258 periodicals, for which data for both the years were available, rose from 123.28 lakhs in 1962 to 127.95 lakhs in 1963, showing a rate of increase of about four per cent.

Out of 4,199 periodicals, English claimed the leading position with 985 periodicals and a circulation of 37.96 lakhs, closely

followed by Hindi, which had 815 periodicals with a circulation of 27.32 lakhs. Tamil had 212 periodicals with a circulation of 19.17 lakhs and occupied the third position.

In 1963, the largest number of periodicals (2,142) dealt with News and Current Affairs, followed by Literary and Cultural journals (1,063). Periodicals dealing with Religion and Philosophy numbered 901. Among the periodicals, the highest circulation was commanded by certain Literary and Cultural journals. Six of them, one in Malayalam, four in Tamil and one in Telugu, claimed a circulation above one lakh each. One of these four Tamil periodicals (all weeklies), the 'Kumudam', had the largest circulation of 2,68,074, not only among periodicals but among all papers including dailies (not taking into account the combined circulation of all the six editions of the 'Indian Express').

Circulation Probes

The circulation claims of 467 newspapers in all were investigated during 1963, whereas in 1962 the claims of 172 papers had been verified. In 1960 and 1961 the circulation claims of 206 papers were checked. During 1963 the investigating officers visited 28 centres of publication. The fixation of circulation figures as a result of the verification of claims in 1963 resulted in reduction of 9,27,075 copies of newspaper issues. This would result in an approximate national saving of Rs. 24 lakhs in foreign exchange, compared with a saving of Rs. 18 lakhs in 1962.

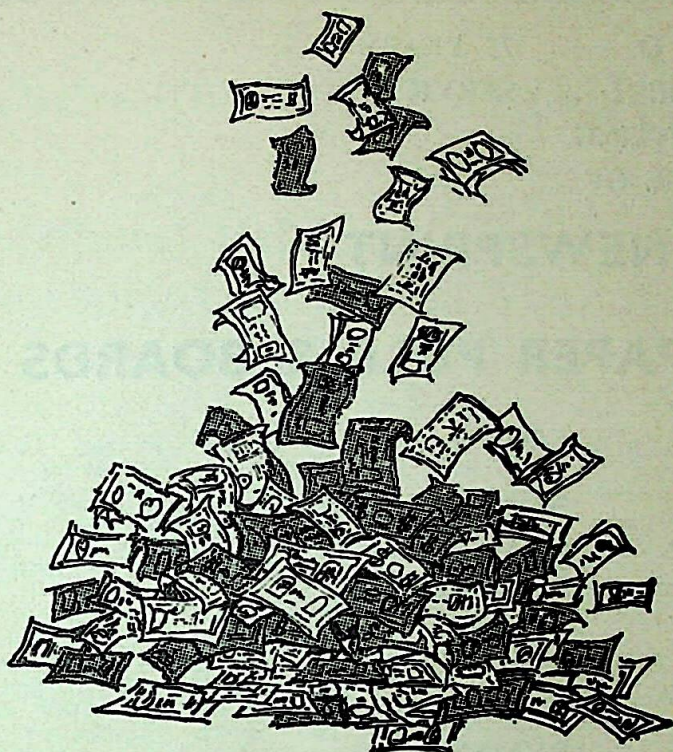


DENA BANK

FOR COMPLETE BANKING SERVICE

DEVKARAN NANJEE BANKING CO. LIMITED
17, HORNIMAN CIRCLE, BOMBAY-1.

DB/H/174



PILING UP FOREIGN EXCHANGE

**THE STATE TRADING CORPORATION IS
ALWAYS EXPLORING NEW AVENUES FOR
EXPANDING FOREIGN MARKETS.**



PLEASE ADDRESS ENQUIRIES TO :-

THE STATE TRADING CORPORATION OF INDIA LTD.

EXPRESS BUILDING, MATHURA ROAD, NEW DELHI.

ASIAN

A F C O 75 YEARS
LARGEST SERVICE
INDENTING
HOUSE OF

NEWSPRINT PAPER PULP & BOARDS

FROM :

AMERICA
CANADA
FINLAND
U.S.S.R.
NORWAY
POLAND
RUMANIA
SWEDEN
CZECHOSLOVAKIA

abdullabhai fidaalli & co.

18, Princess Street, Bombay-2.

Sole Distributors for whole of India

AFSONS INDUSTRIAL CORPORATION LTD.

For Paper & Boards

KHOPOLI PAPER FACTORY, KHOPOLI

For Grey Boards

O.T.T. CORPN. PVT. LTD., BOMBAY

For Printing Paper & Newsprint

Sole Distributors for Maharashtra

STRAW PRODUCTS LTD., BHOPAL

For Straw Board

Newsprint Information

Official Policy on Import of Newsprint for Fiscal Year April 1965 to March 1966

On April 22, 1965, the Union Commerce Minister, Mr. Manubhai Shah, laid on the Table of the Lok Sabha the Government of India's Import Policy for Newsprint for the period April 1965 to March 1966.

The allocation policy is generally on the lines of that for 1964-65 except that for 1965-66 white printing paper, on which excise duty has been waived in the case of registered daily newspapers, including their Sunday editions, will now form an integral part of the newsprint allocation policy.

The use of white printing paper which has till now been optional will be obligatory in the case of daily newspapers. The existing periodical Press can also continue to develop by supplementing their newsprint quota with duty-paid indigenous paper, on which also the excise duty has been reduced.

Some of the salient features of the policy for 1965-66 are:

- (i) The existing cut of 5% on the publishers of newspapers and periodicals consuming more than 1,000 tonnes of standard newsprint will be removed.
- (ii) The 12½% increase in consumption by use of white printing paper that was allowed, which generally went to big newspapers in the current period, will be retained.
- (iii) Newspapers consuming 100 tonnes or more but less than 250

tonnes will be given 80% from imported newsprint and 20% from Nepa, instead of 70% in imported newsprint and 30% from Nepa under the existing policy. This will help daily newspapers in a circulation range up to 12,500 copies of 8 pages standard size.

- (iv) No white printing paper is to be allocated to publishers consuming less than 500 tonnes per annum. This will benefit daily newspapers up to a circulation of 35,000 copies of 8 pages of standard size and they will be spared the use of the costlier white printing paper.
- (v) The 20% increase that was allowed in October 1963—March 1964 to daily newspapers between the circulation range of 10,000 and 50,000 copies will continue to be retained in 1965-66.

NEW PUBLICATIONS

- (vi) In the case of new daily newspapers, allocations will be continued to be made for increasing the circulation up to 5,000 copies of 8 pages per publishing day.
- (vii) For new periodicals no provision could be made in the allocation policy for 1964-65. The publishers had then been advised to use indigenous paper which is free of control for use by the periodical publishers. Under the policy for 1965-66, a provi-

sion has been made which will enable publishers of new periodicals to secure an allocation of 50% of their requirements which will be assessed for building up the circulation up to the maximum limit of 5,000 copies of 8 pages of standard size of a daily newspaper; the publisher will have to procure the balance of the entitlement or more, if required, from indigenous duty-paid paper other than the newsprint for which no formal permission would be necessary.

NEPA NEWSPRINT

(viii) Small newspapers and periodicals

located in mofussil towns had been experiencing difficulty in obtaining supplies of NEPA newsprint because the NEPA Mills do not dispatch a wagon-load of less than 10 tonnes and the small newspapers and periodicals had to wait till NEPA Mills could book orders for a particular town to the extent of 10 tonnes. To obviate this difficulty no authorisations for NEPA newsprint for less than 10 tonnes will be issued in future, but they will be allotted imported newsprint.

Newsprint Allocation in 1964-65

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi).

The Ministry of Information and Broadcasting continues to be responsible for the allocation of newsprint to newspapers.

Owing to foreign exchange difficulties, newsprint allocation continued to be made generally on the basis of certified circulation of April 1961—March 1962 and 1957 page level. Newspapers were allowed, and continued to take advantage of, the option to adjust their pages in order to meet the demand of increased circulation within the newsprint quota allotted to them.

With a view to helping small newspapers, it was provided in the newsprint allocation policy announced on April 2, 1964—

- (a) that existing newspapers with a circulation of less than 10,000 copies in 1961-62, be allowed to increase their circulation up to 10,000 copies or 25% of their circulation during April 1961-March 1962, whichever is less. Where an increase in circulation was permitted in 1963-64, the 25% increase, subject to a maximum circulation upto 10,000 copies, will be permitted over and above that allowed in 1963-64.

- (b) that existing dailies, which were publishing in 1957, or in the year in which they commenced publication, or were allowed to publish later on two, four or six pages per publishing day, or less, be allowed to increase the number of their pages up to a maximum of four, six and eight per publishing day, respectively.

Newsprint quotas of many newspapers were accordingly increased during April 1964—March 1965.

During October 1963—March 1964, medium-sized newspapers having a circulation between 10,000 and 50,000 copies were permitted to increase their circulation by 20% over April 1961—March 1962. In April 1964—March 1965, these newspapers have been allowed to retain the enhanced circulation.

On account of foreign exchange difficulties, it was not possible to allocate any newsprint to new periodicals. They had the option to use indigenous paper without any restriction.

New daily papers were, however, allowed newsprint quota, subject to a maximum of eight pages of standard size and 5,000 copies.

India's shipping hopes and ambitions were truly achieved with the formation of Jayanti four years ago. During this period the country surpassed the Third Five Year Plan target ahead of schedule and took its rightful place as one of the leading maritime nations of the world.

Today Jayanti alone owns over half a million dwt, a fleet of 22 cargo vessels, bulk carriers and tankers, sailing around the world for development of India's International trade. Jayanti, the first to acquire and own the largest Indian oil tanker, VIKRAM JAYANTI, and a number of bulk carriers, has the proud record of adding the maximum tonnage to the Indian register during such a short period. With a promise to uphold the torch of India's maritime progress, Jayanti continues its efforts for strengthening the Nation's Life Lines by its fleet of oil tankers and bulk carriers.

JAYANTI
BLAZES A
NEW TRAIL
IN THE

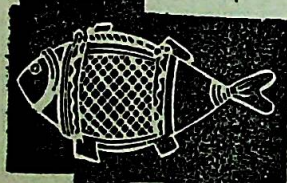
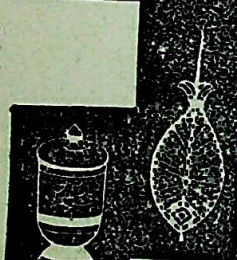
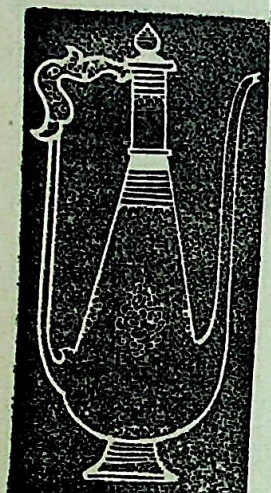
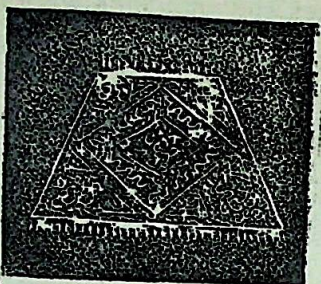
PROGRESS
OF INDIAN
SHIPPING

JAYANTI
SHIPPING COMPANY LIMITED

H. O. & Regd. Office:
56, JOR BAGH, NEW DELHI-3.



JSC-22/A



Indian handicrafts

...exquisite carpets...elegant costume
jewellery...dainty silver filigree...
intricately carved ivory pieces...art
metalware in brass, copper, silver...
artistically designed wood and horn
articles...pottery in endless designs
and shapes...immense variety of
colourful printed textiles and breath-
taking brocades...and many many
others.

A proud heritage, constantly enriched
by every generation of craftsmen...a
work of art and tradition...

Every piece a masterpiece

**ALL INDIA HANDICRAFTS BOARD
NEW DELHI**

DA 63/12

Mail and Cable Rates for Press

Post/Mail

Inland Rates for Newspapers

The following rates of postage will be charged on registered newspapers when posted for transmission by the inland post:

For a newspaper not exceeding 100 gms. in weight—2P.;

For a newspaper exceeding 100 gms. but not exceeding 200 gms. in weight—3 P.;

For every additional 200 gms. or fraction thereof—3 P.;

Inland Rates for Packets of Newspapers
The following rates of postage will be charged on packets containing more than one copy of the same issue of a registered newspaper:

For a weight not exceeding 100 gms.—3 P.;

For every additional 50 gms. or fraction thereof in excess of 100 gms.—2 P.; or the total amount payable as postage on the copies contained in the packet, if each such copy had been sent separately, whichever is less.

Foreign Surface-Post Rates

In the case of a registered newspaper:

For a weight not exceeding 50 gms.—8 P.;

For every additional 50 gms. or fraction thereof—4 P.;

In the case of a packet containing only registered newspapers—85 P. per kilogram.

These rates are for any part of the world served by the foreign post with the exceptions of Ceylon, Nepal & Pakistan to which countries inland rates of postage are applicable.

Foreign Air Mail Rates

The following is the air surcharge payable in addition to surface postage:

For Nepal—4 P. for every 10 gms. or part thereof.

For Pakistan, Ceylon, Afghanistan & Burma—5 P. for every 10 gms. or part thereof.

For countries in Schedule 'A' (see below)—25 P. for every 10 gms. or part thereof.

For countries in Schedule 'B' (see below)—15 P. for every 10 gms. or part thereof.

For countries in Schedule 'C' (see below)—20 P. for every 10 gms. or part thereof.

For countries in Schedule 'D' (see below)—25 P. for every 10 gms. or part thereof.

Schedule 'A' Countries

Aden, Brunei, Cambodia, China, Egypt, Hong Kong, Indonesia, Iran, Iraq, Israel, Japan (including Ryukyu Islands), Jordan, Korea, Kuwait, Laos, Lebanon, Macao, Malaya, Mongolia, North Borneo, Persian Gulf (British Postal Agencies), Philippines, Portuguese Timor, Sarawak, Saudi Arabia, Singapore, Syria, Thailand, Turkey, U.S.S.R. (in Asia), Viet Nam, Yemen,

Schedule 'B' Countries

Albania, Algeria, Ascension, Austria, Balearic Islands, Bechuanaland Port, Congo, Belgium, British East Africa, Bulgaria, Cameroons, Cape Verde Islands, Cyprus, Czechoslovakia, Dahomey, Denmark, Ethiopia, Finland, France, (French) Equatorial Africa, (French) Guinea, French Coast of Somalia, Gambia, Germany (Both Federal and Democratic Republics), Ghana, Gibraltar, Great Britain and N. Ireland, Greece, Hungary, Iceland, Ireland, Italy, Ivory Coast, Liberia, Libya, Liechtenstein, Luxemburg, Malta, Mauritania, Mauritius, Monaco, Morocco, Netherlands, Niger, Nigeria, Norway, Poland, Portugal, Portuguese East Africa, Portuguese West Africa, Reunion Rhodesia and Nyasaland, Rumania, St. Helena, San Marino, Senegal, Scycheles, Serra Leone, Republic of Somalia, South Africa, South West Africa, Spain, Spanish Guinea, Spanish West Africa, Sweden, Switzerland, Tanganyika, Togo, Tristan da Cunha, Tunisia, U.S.S.R. (in Europe), Upper Volta, Vatican (City), Yugoslavia, Zanzibar.

Schedule 'C' Countries

Australia, Caroline Islands, Cook (or Harvey) Islands, Fanning Island, Fiji Islands, French Territories in Oceania, Gilbert and Ellice Islands, Marian Islands, Marshal Islands, Nauru Islands, New Caledonia, New Guinea Territory, New Hebrides—New Zealand, Norfolk Islands, Papua, Pitcairn Islands, Samoa, Solomon Islands, Tonga.

Schedule 'D' Countries

Alaska, Argentina, Bahama Islands, Barbados, Bermudas, Bolivia, Brazil, British Guiana, British Honduras, Canada, Cay, Man Islands, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Equador, El Salvador, Falkland Islands, French Guiana, Grenada, Guatemala, Haiti, Hawaii, Honduras Republic, Jamaica, Leeward Islands, Mexico, Netherlands Antilles, Nicaragua, Panama Republic, Panama (Canal Zone), Paraguay, Peru, Puerto Rico, St. Lucia, St. Pierre and Miquelon, St. Vincent, Surinam, Tortola, Trinidad and Tobago, Turks and Caicos Islands, United States of America, Uruguay, Venezuela, Virgin Islands of the U.S.A.

TELEGRAPH/CABLES

Rates for Inland Press Telegrams

The following are the rates charged for inland Press telegrams for delivery in India.

The same rates apply to Press telegrams for delivery in Nepal.

For delivery in India (and Nepal)

Class	Minimum No. of words	Rate per word	For every 5 addl. words
		Rs.	Rs.
Ordinary	50	0.75	0.07
Urgent	50	1.50	0.13

Multiple-Address Press Telegrams

Multiple Press Telegrams, where the same text is addressed to several places, will be charged for as a single message together with a fee of 35 P. for any number of chargeable words not exceeding 100 plus 7 P. for each additional 20 words, or part thereof, for each destination after the first, provided that all the addresses are served by the same telegraph office or destination.

Inland multiple Press telegrams, booked and delivered in India in cases where the addresses are served by different telegraph offices are charged as follows:

First Telegraph Office

- (a) For the first address the same charges as for a single inland Press telegram of the same class and length;
- (b) For subsequent addresses—a copying fee at the prescribed rate will be charged.

Second Telegraph Office

- (a) For the first address—at $\frac{1}{2}$ of the charges of a single inland Press telegram of the same class and length;
- (b) For the subsequent addresses—a copying fee at the prescribed rate will be charged.

Third Telegraph Office

- (a) For the first address—at $\frac{2}{3}$ of the charges for a single inland Press telegram of the same class and length;
- (b) For the subsequent addresses—a copying fee at the prescribed rate will be charged.

Fourth and Subsequent Telegraph Offices

- (a) For the first address—at $\frac{3}{4}$ of the charges for a single inland Press telegram of the same class and length;
- (b) For the subsequent addresses—a copying fee at the prescribed rate will be charged.

Flash Press Telegrams

This class of inland Press telegrams, enjoying a higher priority over express

private telegrams, can be booked by any accredited Press correspondent, provided he possesses a Press authority and the telegram is addressed to a registered newspaper or a news agency. Such telegrams are limited to a maximum of 75 words excluding the name and address of the sender and are charged for at the same rate as for inland express private telegram.

Only two flash Press telegrams are allowed to be booked by one Press correspondent on any one day. Such telegrams may be sent to more than one address but the charges will be the same as for similar telegrams booked by the public at express rates, no concession in respect of charges being admissible.

Flash telegrams will also be communicated over the telephone to any addressee who registers instructions to this effect at the local telegraph office provided such facilities exist there.

Press Telegrams without Prepayment

Press telegrams may be accepted without prepayment provided that a newspaper or a news agency desiring the facility obtains previous sanction from the Director-General of Posts and Telegraphs and deposits a sum of money in cash, or Government Promissory Notes, or Post Office Cash Certificates, or National Savings Certificates of the amount and in the manner shown below.

- (i) If the accounts are to be rendered monthly, the equivalent of 8 weeks' transactions, subject to a minimum of Rs. 50.
- (ii) If the accounts are to be rendered fortnightly, the equivalent of 6 weeks' transactions, subject to a minimum of Rs. 50.
- (iii) If at any time the amount of transaction exceeds the deposit, a proportionate increase in the deposit may be demanded from the newspaper or news agency concerned.

A fee for the upkeep of such accounts is levied by the Telegraph Check Office, Calcutta, at the rate of 3% on the amount of such accounts.

The accounts for such messages and fees will be rendered by the Officer-in-charge of the Telegraph Check Post Office, Calcutta, and must be paid within one week of the date on which they are received.

Foreign Press Telegrams

Telegraphic services to Nepal, Burma,

Pakistan and Ceylon, like inland telegraphs, fall under the jurisdiction of the Department of Posts and Telegraphs (P & T), Government of India.

Rates for P & T Countries

For rates of Press telegrams to Nepal, see table for inland rates above. For the other three foreign countries, the rates are:

For delivery in Burma & Pakistan				For delivery in Ceylon			
Class	Minimum No. of words	Rate per word	Every addl. 5 words		Minimum No. of words	Rate per word	Every addl. 5 words
		Rs. P.	Rs. P.			Rs. P.	Rs. P.
Ordinary	40	1 25	0 13	Ordinary	32	1 50	0 13
Urgent	40	2 50	0 25	Urgent	—	—	—

Rates for Some OCS Countries

Telegraphic services to foreign countries other than Nepal, Ceylon, Burma and Pakistan fall under the jurisdiction of the Overseas Communications Services

(OCS), Government of India. The rates for Press telegrams to the principal OCS-covered foreign countries are:

For delivery in foreign countries other than Nepal, Ceylon, Burma & Pakistan.	RATE PER WORD	
	Urgent Press telegrams, minimum charge 14 words	Ordinary Press telegrams, minimum charge 14 words
1	2	3
	Rs. P.	Rs. P.
Aden	0 40	0 06
Afghanistan	0 52	0 17
Albania	1 10	0 36
Algeria	1 08	0 33
Argentina	2 50	0 83
Australia (including Tasmania)	0 40	0 06
Austria	1 08	0 36
Bahrein	0 84	0 28
Belgium	0 98	0 32

1	2	3
	Rs. P.	Rs. P.
Brazil	2 20	0 73
Central African Republic	2 08	0 69
Bulgaria	1 10	0 37
Cambodia	1 16	0 39
Canada	0 40	0 06
Ceylon (via OCS)	0 40	0 06
China (all offices except Macao & Hong Kong)	1 14	0 25
Congo Republic (Brazzaville)	2 08	0 69
Congo Republic (Leopoldville)	2 16	0 71
Cuba (Havana)	1 80	0 60
Cuba (other offices)	1 92	0 64
Cyprus	0 40	0 06
Czechoslovakia	1 18	0 39
Denmark	0 98	0 33
Ethiopia	1 62	0 51
Finland	1 06	0 35
Formosa (Tiwan)	1 02	0 30
France	0 96	0 31
Germany	1 00	0 33
Ghana	0 40	0 06
Gibraltar	0 40	0 06
Gt. Britain & Nothern Ireland	0 40	0 06
Greece & Greek Island	1 06	0 36
Guiana Dutch (Surinam)	2 18	0 72
Guiana Republic	1 84	0 62
Holland	0 94	0 32
Hong Kong	0 40	0 06
Hungary	1 16	0 39
Indonesia (including West Irian)	1 34	0 25
Iran	0 94	0 31
Iraq	0 82	0 24
Ireland (Eire)	0 80	0 06
Israel	1 22	0 25
Italy	1 06	0 34
Ivory Coast	1 74	0 58
Japan	1 58	0 25
Jordan (Hashemite Kingdom of)	1 22	0 25
Kenya	0 40	0 06
Korea (South)	1 58	0 53
Korea (North)	1 26	— —
Kuwait	0 82	0 24
Lebanon	1 54	0 51

1	2	3
	Rs. P.	Rs. P.
Laos	1 16	0 39
Libya	1 06	0 35
Luxemburg	0 98	0 32
Macao	1 18	0 39
Malaysia (including Singapore)	0 40	0 06
Malta	0 40	0 06
Mexico	1 95	0 64
Monaco	0 96	0 32
Morocco	1 24	0 41
New Zealand	0 40	0 06
Nigeria	0 40	0 06
North Rhodesia	0 40	0 06
Norway	1 02	0 34
Nyasaland	0 40	0 06
Pakistan (via OCS)	0 40	0 06
Philippines Island — Manila	1 40	0 46
Poland	1 18	0 39
Portugal	1 08	0 31
Rumania	1 16	0 39
Russia (USSR)	1 06	0 22
Saudi Arabia	1 78	0 59
Sudan	1 32	0 34
Sweden	0 98	0 33
Switzerland (& Liechtenstein)	1 02	0 34
Syria	1 54	0 51
Tanganyika	0 40	0 06
Thailand (Siam)	1 34	0 25
Tunisia	1 08	0 33
Turkey	1 06	0 35
Uganda	0 40	0 06
South Africa (Republic of) (including South West Africa)	1 22	0 25
United States of America	1 20	0 31
United Arab Republic	1 32	0 28
Uruguay	2 78	0 92
Vatican City State	1 04	0 35
Vietnam (Republic of)	1 16	0 39
Vietnam (Democratic Republic)	1 06	0 25
West Indies (including Jamaica)	0 40	0 06
Yemen	1 12	— —
Yugoslavia	1 16	0 37
Zanzibar & Pemba	0 40	0 06

Radio Phototelegrams: Inland & Foreign

By "phototelegram" is meant anything which can be transmitted by phototelegraphic apparatus. Senders of phototelegrams should avoid the use of the colours, blue, lilac, green, or yellow, and of gilt print or pictures, etc., on yellow, red or grey papers, which lack the qualities necessary for good transmission, Phototelegrams

must be rectangular in shape.

Phototelegrams are accepted at all such telegraph offices in India at such rates and conditions and for such places abroad, as notified by the Director-General of Posts and Telegraphs from time to time. The rates are determined on the basis of the area of a phototelegram in square centimetre or a fraction of a square centimetre.

Rates

Destination	1 to 150 sq. cms.	Every addl. 100 sq.cms.
-------------	----------------------	----------------------------

Rs.

Rs.

INLAND SERVICE

New Delhi
Bombay
Calcutta

30.00

9.00

ASIA

China
Japan
Singapore

47.00

24.00

94.00

47.00

60.75

20.25

AMERICA

Canada
Jamaica
USA

60.75

20.25

60.75

20.25

95.25

47.63

AFRICA

Egypt
Nigeria

60.75

20.25

60.75

20.25

SOUTH AFRICA

Durban, Cape-
Town and Port
Elizabeth
Johannesburg

150.00

54.00

120.00

46.48

Destination	1 to 150 sq. cms.	Every addl. 100 sq.cms.
-------------	----------------------	----------------------------

AUSTRALIA

60.75

20.25

EUROPE

Belgium	129.00	35.00
Czechoslovakia	142.00	40.00
Denmark	140.00	39.00
Finland	163.00	47.00
France	94.00	47.00
Germany	94.00	47.00
Greece	177.00	54.00
Italy	120.00	60.00
Norway	149.00	42.00
Poland	94.00	47.00
Portugal	165.00	49.00
Sweden	147.00	42.00
Switzerland	139.00	39.00
UK	40.00	13.50
USSR	47.00	24.00
Yugoslavia	166.00	49.00



Silpapuri

ARTISTS, INTERIOR DECORATORS & FURNISERS

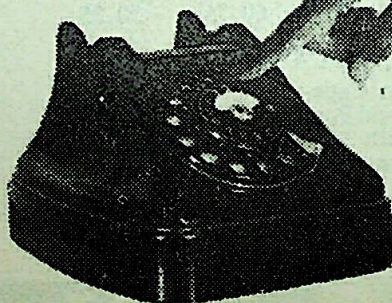
CUTTACK · ORISSA

When you dial a call the Automatic telephone exchange comes to your help. The Automatic telephone exchange is a mechanical brain that replaces the manual telephone operator. It has three main functions, (1) to find out whether the number you dial is engaged, (2) to connect you to the number if the line is free and (3) to inform the dialled party that a telephone call is waiting for him.

The Automatic telephone exchange does these three jobs very efficiently, in fact a thousand times better than a manual operator. The 100,000 telephones in Calcutta and the 85,000 telephones in Bombay are completely operated by Automatic telephone exchanges.

The automatic dialling system manufactured by ITI is now being used on trunk lines as well. Single and multi link operator dialling systems have been installed in most major exchanges. Direct subscriber trunk dialling systems are also functioning between Jaipur, Delhi, Agra, Lucknow and Kanpur. This facility will soon be available on most trunk lines when the coaxial cable network is completed.

**What happens
when you
dial a call?**



The Pioneer Manufacturers
of Telecommunication
Equipment in India



**INDIAN TELEPHONE INDUSTRIES LIMITED,
BANGALORE - 16**

ASP-ITI-58

Trade and Professional Associations

All India Newspaper Editors' Conference (AINEC)

50-51, Theatre Communication Buildings, Connaught Place, N. Delhi-1

Organisation of newspapers and periodicals as represented by their editors. Concerned chiefly with the interests of the editorial section of the newspaper industry. Founded 1940.

Aims: To preserve high traditions and standards of journalism; to safeguard freedom and rights of the Press; to secure facilities and privileges to the Press for discharge of its responsibilities; to establish liaison between the Press and the Government, between the Press and the public; to develop contacts with associations having similar objects in other countries.

Activities in 1964: The annual session at Gauhati on December 26-27, 1964 passed a resolution placing on record its sense of grief at the passing away of Jawaharlal Nehru. Another resolution adopted welcomed the Press Council Bill, subject to certain considerations affecting the professional interests of the editors, notably the quantum of representation on the proposed Council. The A.I.N.E.C. also recorded the view that the powers, privileges and immunities of Parliament should be codified, with special attention to the recent judgement of the Supreme Court in the matter relating

to the U.P. Legislature. Besides, it reiterated its faith in the ideal of national integration, and called upon the Press to play its role in the ceaseless fight against tendencies which run counter to this ideal.

The meeting of the Standing Committee held at Panjim on April 16, 1965, recorded its protest against the prosecution of certain newspapers by the Madras Government under the Defence of India Rules without prior consultations with the Central Emergency Press Advisory Committee.

Membership: Any newspaper or periodical published in India qualifies. Present membership: 243.

Office Bearers—1964-65:

President: A. K. Jain, (Editor, Nav Bharat Times, Delhi.).

Secretary General: Prem Bhatia, (Resident Editor, Indian Express, New Delhi).

Hon. Treasurer: Inderjit (Editor, India News and Feature Alliance, New Delhi).

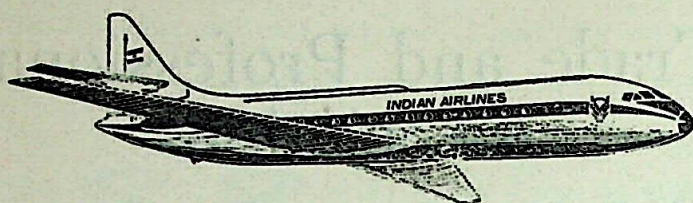
Office Secretary: Jag Parvesh Chandra.

Indian Federation of Working Journalists (IFWJ)

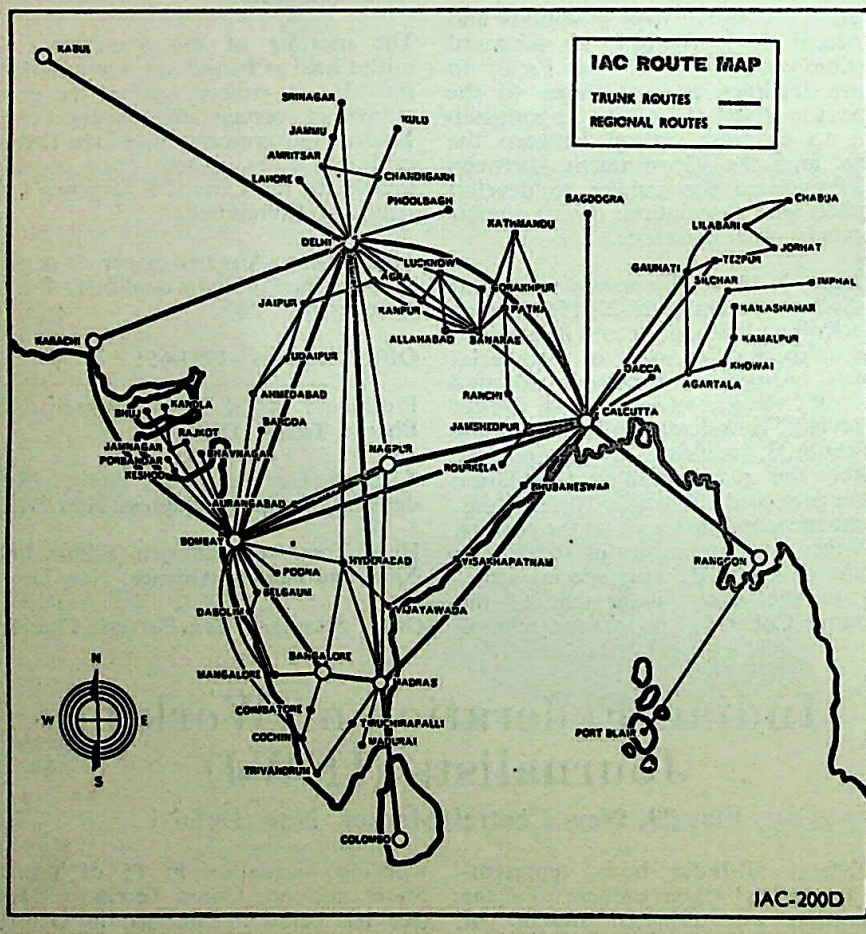
Flat 29, New Central Market, New Delhi-1

A federal all-India body representing journalists' trade unions. To the Federation are affiliated unions of

working journalists in 15 of the 16 States and one Union Territory, Delhi (see list below). Founded in October



INDIAN AIRLINES



1950 at a national convention of journalists held under the chairmanaship of the veteran and distinguished editor, M. Chalapathi Rau. Runs a Legal Advisers' Bureau, which offers free legal aid to constituent unions and their members.

Aims: To defend and work for the improvement of service conditions, rights and interests of journalists and promote their status professionally.

Publications: 'The Working Journalist', a monthly journal to publicise the activities of its constituent units and report on national and international developments of particular interest to working journalists.

Membership: Working Journalists from editor to proof reader, including free-lance journalists, qualify for membership of the constituent union in the State in which they work. Total of such membership in December 1964: 2,900.

Office Bearers—1963-64:

President: A. C. Banerjee

Vice Presidents:

V. N. Bhushan Rao
Chandrasekhar

Secretary-General:

L. Meenakshi Sundaram

Secretaries:

P. R. Ganguli
D. D. Khosla
S. B. Kolpe
Khadiri Shamanna

Treasurer:

Kedar Ghosh.

Bihar Working Journalists Union,
Shankar Hotel,
Exhibition Road, Patna-1 (Bih.)

Delhi Union of Journalists,
Flat No. 29, New Central Market,
Connaught Circus, New Delhi-1.

U.P. Working Journalists Union,
U.P. Press Club Building,
China Bazar Gate,
Lucknow (U.P.)

Gujarat Journalists Union,
Opp. Mahavir Swami Temple,
57/2 Gandhi Road,
Ahmedabad-1 (Guj.)

Rajasthan Working Journalists Union,
Government Hostel Compound,
Mirza Ismail Road,
Jaipur (Raj.)

Punjab Working Journalists Union,
10-G Street, Sector 16-A,
Chandigarh (Pun.)

Mysore State Journalists Association,
District Office Compound,
Bangalore-2 (My.)

Andhra Pradesh Working Journalists Union,
150 P.W.D. Building,
Fateh Maidan,
Hyderabad-1 (A.P.)

Kerala Union of Journalists,
C/o 'Dinamani',
Pulimood,
Trivandrum-1 (Ker.)

MEMBER UNIONS

Madras Union of Journalists,
15 Ritchie Street,
Madras-2 (Md.)

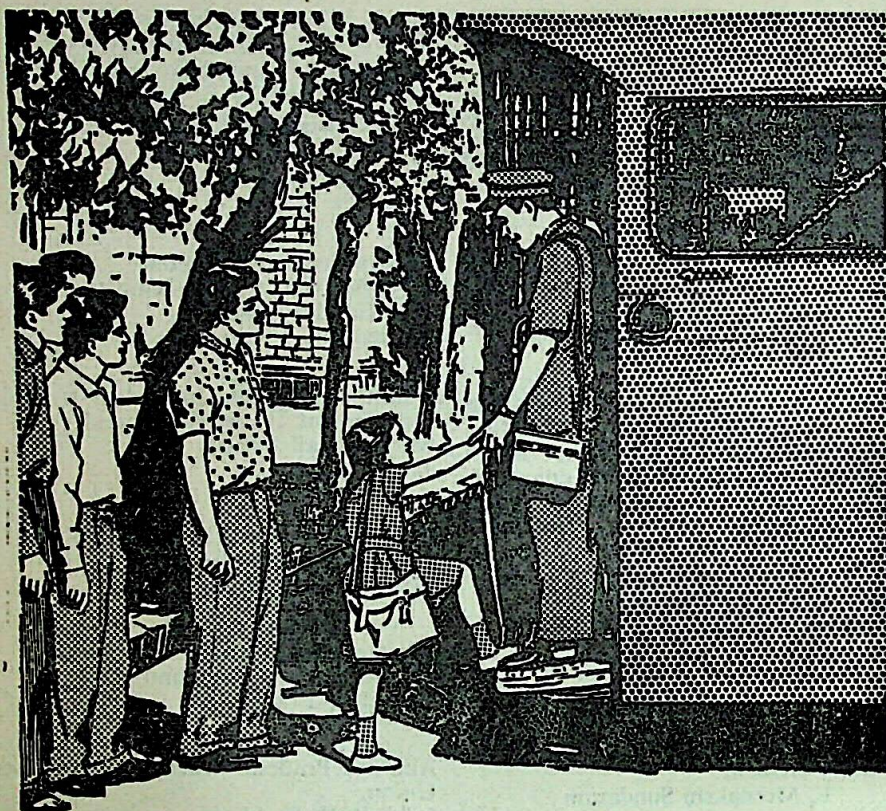
Indian Journalists Association,
249-B Bepin Behari Ganguly St.,
Calcutta-12 (Ben.)

Maharashtra Union of Journalists,
Prospect Chambers Annexe,
Dadabhoy Naoroji Road,
Bombay-1 (Mh.)

Jammu and Kashmir Journalists Association,
Correspondent, 'Patriot',
Jammu (J. & K.)

Utkal Journalists Association,
Jail Road,
Cuttack-2 (Or.)

Assam Working Journalists Association,
Danish Road,
Gauhati (Assam).



A bus ride is such fun for Lalita

School-going Lalita always enjoys a bus ride. Little does she and children like her realise what INDIANOIL does for them, and the vital role this national organisation will play in their lives when they grow up to be citizens of India.

Besides the public sector refineries which have just come under its fold, INDIANOIL markets the entire range of petroleum products so essential to all industry. In the field of transport alone, INDIANOIL supplies the fuel and lubricant requirements of all major transport undertakings in India.



INDIANOIL

*A National Trust For
Economic Prosperity*

INDIAN OIL CORPORATION LIMITED (

REGD. NO. 47116

Indian and Eastern Newspaper Society (IENS)

IENS Building, Rafi Marg, New Delhi-1

Representative body of newspapers. Founded 1939. Also grants accreditation to advertising agencies fulfilling certain conditions.

Aims: To promote and safeguard members' business interests incidental to production of their publications; to collect and communicate information on all topics of practical business interest to members; to hold periodical conferences of members to discuss, determine action on matters of common interest, etc.

Activities in 1964: Conferred with the Government on a long-term policy for supply of adequate newsprint to newspapers. Sought immediate relief for the industry hit by erratic supplies, high price and inferior quality of indigenous newsprint. Closely co-operated in the work of wage boards for journalists and non-journalist employees. Submitted views on the Press Council Bill. Reached agreement with DAVP on publication of UPSC advertisements in display columns. Negotiated with the Government for a well-defined advertisement rate policy.

Publications: At start of each calendar year a Handbook containing advertisement rates, circulations and other data

for all member newspapers; also a quarterly journal "The Indian Press" dealing with internal and external problems of the newspaper world.

Membership: Any individual, firm or company, or trust owning and carrying on the business of publishing a newspaper in India, Burma, Ceylon or in any other country in Asia qualifies. All publications, irrespective of their periodicity and circulation, enjoy the same privileges and pay the same subscription of Rs. 1,000 per year. Total in 1964: 190; Accredited Advertising Agencies: 93.

Office Bearers—1965-66:

President: G. N. Sahi (Hindustan Times, New Delhi).

Deputy President: C. G. K. Reddy (Sport & Pastime, Madras).

Vice President: J. M. D'Souza (Illustrated Weekly of India, Bombay)

Hony. Treasurer: Yunus Dehlvi (Shama)

Secretary: R. D. Seth.

Indian Languages Newspaper Association (ILNA)

Janmabhoomi Bhavan, Ghoga Street, Fort, Bombay-1

Association of proprietors of newspapers and periodicals published in the Indian languages. Founded in 1941.

Aims: To promote and safeguard the members' business interests. Through this Association, the Indian language newspaper industry in general and the small and medium language newspapers

and periodicals in particular get a platform to voice their views on their problems.

Activities: In co-operation with the Press Institute of India, organised a Seminar on Printing Process in Bombay on Jan. 20-21, 1964, for small and medium language newspapers published from

Maharashtra and Gujarat. A delegate of the ILNA put forward the difficulties of small and medium newspapers and periodicals at a meeting convened by the Union Ministry for Information and Broadcasting at New Delhi on March 17, 1964. An ILNA delegation attended a meeting convened by the Union Ministry of Industry and Supply on Oct. 20 to discuss the points raised in the resolution adopted at the annual general meeting of the Association on June 25, and took part in discussions that led certain decisions at the tripartite talks.

The President, Mr. A. R. Bhat, attended the first World Congress of the Press Associations at Sao Paulo, Brazil, and also the UNESCO meeting at Bangkok which considered problems of development of mass media in South-East Asian countries.

Publications: 'The Language Press Bulletin', a monthly in English, subscription in India Rs. 5 per annum. Editor Ratilal Sheth.

Membership: Any newspaper or periodical published in any of the Indian languages or an organisation of newspapers and/or periodicals whose objects are similar qualifies. Present membership: 211—58 dailies, 66 weeklies, 7 fortnightlies, 71 monthlies, 4 bi-weeklies, 2 half-yearly and 1 tri-monthly.

Office Bearers—1964-65 ;

President: A. R. Bhat (The Sampada, Poona)

Vice-Presidents:

T. M. Chettiar
(Tamil Nadu, Madurai)
Fakircharan Das
(Samaj, Cuttack)
Bachubhai Rawat
(Kumar, Ahmedabad)
K. M. Mathew
(Malayala Manorama, Kottayam)
N. L. Shah
(Jai Hind, Rajkot)
M. S. Kirloskar
(Kirloskar, Poona)
U. H. Khansaheb
(Ajmal, Bombay)
K. A. Nettekallappa
(Prajavani, Bangalore)

General Secretaries:

Ratilal Sheth
(Janmabhoomi, Bombay)
R. A. Gupta,
(Sanmarg, Calcutta)
D. S. Potnis
(Gavakari, Manmad)

Press Institute of India (PII)

66, Lucknow Road, Delhi-6

Professional body for Indian newspapers and journalists, set up in January 1963. Affiliated to the International Press Institute (IPI).

Aims: To assist the growth and stability of newspapers; to stimulate interest in higher professional standards; to disseminate ideas and information about new developments in newspaper world; to train Indian journalists to meet the challenge of the potential new readership. To hold professional workshops and seminars for editorial and managerial personnel at all levels; conduct research into press problems and award fellowships, arrange exchange of experience amongst newspapers, place consultants

from home and abroad to work with Indian papers, organise selection of Indian journalists for various foreign scholarships, etc. Is a centre for discussion of fundamental problems affecting the Indian Press.

Activities in 1964: A workshop on Printing Techniques (at Bombay), a seminar on Economic Writing and Reporting (at Jamshedpur, in collaboration with the Tata Iron and Steel Co. Ltd.), two training courses for Indian journalists (Delhi), a workshop for Hindi journalists (Jaipur), an All-India Seminar for News Editors (Delhi) and an International Seminar on Asian Press Co-operation (New Delhi). Awarded two

Fellowships. Arranged for two consultants to work on Indian papers. Gave scholarships to journalism students. Arranged periodic discussion meetings with eminent visiting journalists. Published two studies: (1) Advertising and Small Newspapers by Subrata Banerjee, (2) Asian News in the Indian Press by Chanakya Sen; and four issues of the quarterly journal 'Vidura'.

Membership: Any newspaper or periodical in India qualifies. Annual subscription for Founder Members Rs. 20,000, Ordinary Members Rs. 5,000, Associate Members, (based on circulation) Rs. 250 (Rs. 500 for English language dailies) for first ten thousand, Rs. 50 for each additional thousand, for weeklies and periodicals, Rs. 250.

Organisation consists of Board of Trustees, Board of management and the secretariat.

Office Bearers:

Board of Trustees:

Chairman:

G. Narasimhan
(Managing Editor, The Hindu
Madras).

Members:

S. Mulgaokar (Editor, The Hindustan Times, New Delhi).
Tushar Kanti Ghosh (Editor, Amrita Bazar Patrika, Calcutta).
P. K. Roy (General Manager, The Times of India, Bombay).
Ram Nath Goenka (Director, Express Newspapers Ltd., Madras).
A. E. Charlton (Editor, The Statesman, Calcutta).
Asoke Kumar Sarkar (Editor, Ananda Bazar Patrika, Calcutta).
K. M. Mathew (Managing Editor, Malayala Manorama, Kottayam).
K. A. Nettakallappa (Editor, Deccan Herald, Bangalore).
Upendra Acharya (Managing Director, The Indian Nation, Patna).
R. R. Diwakar (Editor, Samyukta Karnatak, Bangalore).

Chairman, Management Board:

Tarzie Vittachi, Director
Asian Programme, IPI.

Director of Institute:

Chanchal Sarkar.

Executive Secretary :

Lakshman Tandon.

Press Guild Of India

Guild Hall, The Majestic, Bombay-1

A broad-based, composite organisation of journalists to enable not only members of the profession, but also others connected with the newspaper industry to develop closer fellowship on intellectual and social plane. Founded 1955.

Aims: To promote understanding and goodwill through intellectual and cultural exchange. Offers, by bringing together journalists and those with whom they have to deal with in the course of their professional duties, ample opportunities for free exchange of information and knowledge. Arranges speaking engagements and addresses by visiting and other persons on matters of interest to the profes-

sion or industry. Plans to establish an all-India Press Club and a trust fund to provide financial aid to unemployed, ailing and otherwise needy journalists.

Membership: Two categories—Ordinary and Associate. Also enrolls as Honorary members persons eminent in public life.

Office Bearers:

President: Frank Moraes

Vice-Presidents:

Durga Das
A. D. Mani
Tushar Kanti Ghosh
G. B. Mahashabde

Chairman of the Governing Body:
R. V. Murthy

Vice-Chairman: T. Fernandez
Secretary : U. G. Rao.

Specialised Publications Association (SPA)

Sohrab House, 235 Dadabhai Naoroji Road, Bombay-1

Representative body of trade, technical, business and other specialised publications in India. Established in 1959, when the first Indian Exhibition of Trade, Technical, Business and Specialised Journals was held at Taj Mahal Hotel in Bombay.

Aims: To provide common platform for Indian specialised publications, run on commercial basis; to safeguard members' interests; to help specialised publications advance on scientific and progressive lines; to hold periodic con-

ferences of members to discuss problems of common interest, etc.

Membership: Three categories—Ordinary, Associate and Honorary.

Office Bearers:

President: Mick deSouza
Vice President: A. H. Dalal
Secretary: K. H. Rau
Treasurer: N. A. Thakur

Madras Reporters' Guild

Government Estate, Mount Road, Madras-2

Professional organisation of news importers add correspondents. Established 1957.

Aims : To foster cordial relations between reporters and those whom they have to contact; to deal with other matters relating to reporting fraternity; to provide outdoor recreational activities for reporters.

Publications: 'Newsman', a monthly p-imary designed to relay information about the reporting profession.

Office Bearers—1965:

Secretary: S. Parthasarathi
Jt. Secretary: N. Ganapathi
Treasurer: R. Krishnaswamy

All India Small & Medium Newspaper Editors Association

104 A/198 Rambagh, Kanpur

Organisation of small and medium newspapers and periodicals as represented by their editors. Concerned chiefly with the interests of the editorial section of the newspapers, generally its owners. Founded April 1961.

Aims: To preserve high traditions and standards of journalism; to promote and safeguard the business interests of newspapers and periodicals published in India; to safeguard the rights of the Press in general and in particular the

freedom of publication of news and comments; to establish and preserve the independence and authority of the editor; to secure facilities and privileges to the Press for the due discharge of its responsibility; to represent the Press in India in its relations with public institutions and particularly in its relations with Government and to act as a liaison body; to develop contacts with associations having similar objects in other countries.

Activities: In 1964 held 2nd plenary session at Delhi where Mr. Morarji R. Desai inaugurated, Mr. Jagjiwan Ram presided and Mrs. Indira Gandhi, Union Minister of Information and Broadcasting, assured the fullest cooperation to this class of newspapers. Adopted 24 resolutions of vital import, in particular regarding eradication of yellow journalism.

Membership: Any newspaper or periodical published in India qualifies. Fee

Rs. 25 for dailies and Rs. 20 for other class of newspapers. The association is fully represented in Uttar Pradesh, Delhi, Bihar, East Punjab, Anhdhra, Maharashtra, Gujarat, Rajasthan, Madhya Pradesh, Mysore, West Bengal and Assam.

Office Bearers—1964:

President:

Premchand Varma
(Editor, Jagat & Ekta Sandesh
Delhi).

Vice-Presidents:

Anand Sharma
(Editor, Swarajya Weekly, Agra)

Wajihuddin
(Daily Paigahm, Kanpur)

Secretary General:

Rama Shankar
(Dainik Satyamarg, Kanpur).

All-India Industrial Editors Council

4 Birbal Road, New Delhi-14

Aims: To uphold the high traditions and ethics of journalism; to protect the rights and promote the growth of industrial and technical periodicals; to procure all necessary facilities and privileges for industrial periodicals and their editors for the due discharge of their responsibilities; to represent industrial periodicals and their editors in India in their relations with the public and public institutions and particularly in their relations with the Government and to set up committees which would act as liaison bodies between the Government and the Press; and to establish and develop contacts with Indian and foreign organisations having similar professional aims and objects.

Membership: Any industrial, commercial or technical periodical in the Indian Union, the publication of which is duly registered under the Registration of Press and Books Act or equivalent enactment, may be enrolled as a member. The following shall be the annual rate of subscription: Periodicals English Rs. 25;

periodicals (language) Rs. 20; and individual editors Rs. 10.

Office Bearers

Acting President:

S. K. Amardar
(Chief Editor,
Hoteller & Caterer.)

Secretary General:

C. L. Khanna,
(Chief Editor,
Trade Digest).

Secretary:

J. Bali
(Correspondent,
Times of Ind'a).

Treasurer:

Mrs. Bazaz
(Correspondent,
Indian Industrailist).

Uttar Pradesh Film Journalists Association (UPFJA)

99/14 Marwari Marg, Lucknow

Formally inaugurated in 1960, the Uttar Pradesh Film Journalists Association is a representative body of all those journalists of the State who are engaged in writing and/or editing articles, interviews, sketches, previews and reviews concerning men and matters connected with the motion picture arts and sciences and/or supplying photographs and colour transparencies to newspapers and journals wholly or partially devoted to the coverage of film industry's news and views.

Aims: To develop and inculcate a co-operative spirit and affinity of interest among the members of the Association; to foster a feeling of unity and self-help and need for mutual aid for the benefit of persons engaged in the profession of film journalism; to make arrangements for training members of the Association in the art of film journalism so as to make them more capable and competent to do their job efficiently and methodically.

Activities: In 1964 convened a seminar to formulate a Code of Ethics for film journalists, the closing function of which was addressed by the Union Minister for Petroleum and Chemicals, Prof. Humayun Kabir. Held its second annual film awards function in Lucknow, the State Minister for Justice, Syed Ali Zaheer, presiding.

Membership: Open to persons who are domiciled in Uttar Pradesh and/or newspapers/periodicals to which they are attached which appear from Uttar Pradesh.

Office Bearers—1964-65:

Chairman: Rama Krishna (Newsfeatures of India); **Executive Chairman:** Kamalapati Mishra (All India Radio); **Secretary:** B. N. S. Vikal (Vichardoot); **Joint Secretary:** Onkar Sharad (Lahar); **Treasurer:** Santosh Chand Jain (Chitra Rekha); **Office Secretary:** (Miss) Prabha Parmita.

THE ANDHRA BANK LTD.

(Estd. 1923)

Regd. Office : Machilipatnam — Central Office : Hyderabad.

Authorised Capital	..	Rs. 1,00,00,000
Issued Capital	..	Rs. 51,08,000
Subscribed Capital	..	Rs. 50,07,000
Paid-Up Capital	..	Rs. 42,84,885
Working Funds Exceed	..	Rs. 25 CRORES.

A network of 100 Branches in the States of Andhra Pradesh, Madras, Mysore, Maharashtra, Orissa and West Bengal.

TRANSACTS ALL KINDS OF BANKING BUSINESS INCLUDING FOREIGN EXCHANGE.

We offer a maximum rate of interest at 6½% on FIXED DEPOSITS.

WE EARNESTLY SOLICIT YOUR PATRONAGE.

K. S. Dutt
Chairman.

T. R. Bhagavat
General Manager.

News And Feature Agencies

Press Trust of India (PTI)

Dadabhai Naoroji Road, Bombay-1

The Press Trust of India was till lately the only nationwide Indian news agency. It was established in 1949. It took over the business of the Associated Press of India, which was a subsidiary of Reuter, the British controlled international news agency.

Membership of PTI is restricted to the owner or owners of newspapers or newspapers regularly published in India and subscribing to any one of the news services run by the Agency. According to the Articles of Association of PTI, the income from the Agency and profits shall be applied solely towards the promotion of the objects of the news agency and no profits shall be declared as dividend to the shareholders.

It is also prescribed that the control of the news service shall at no time pass into the hands of any one interest, group or section, and that the integrity, independence and freedom from bias of the news service maintained by the Agency shall at all times be fully preserved.

PTI is administered by a General Manager. Above him is the Board of Directors elected by the shareholders whose number exceeds 120.

PTI has the longest teleprinter network in India and ranks as the biggest news agency in Asia. It has some 50 offices within India connected by teleprinter lines. The teleprinter lines

leased from the Government are of the order of about 32,000 kilometres.

PTI has a total staff of about 900, of whom about 200 are journalists, the rest comprising technicians, teleprinter operators and other administrative personnel. It also has some 250 stringer correspondents in various parts of the country.

PTI has 19 correspondents outside India who provide a service based on Indian requirements. Of these 19, ten are staff correspondents posted in Europe, United States and Asia while the rest are stringers. Of the staff correspondents, two were appointed in 1963, one at Moscow and the other at Belgrade.

PTI has over 200 newspaper subscribers, besides the various stations of the All India Radio. It has also a commercial and economic service. PTI's clients include newspapers, banking institutions, business houses and government departments, both State and Central. It has Morsecast and radio teleprinter services which carry its news to such places as Kathmandu, Tokyo and Colombo. For its foreign news, PTI, also subscribes to Reuter and Agence France-Presse.

Chairman: Mihirlal Ganguli

General Manager: K. S. Ramachandran

United News of India (UNI)

Central Hall, Khan Market, New Delhi-11

United News of India was founded in 1960 to provide the Indian Press with a second news agency and to fill the void

left by the closing down in 1958 of the United Press of India.

The sponsoring newspapers were: Amrita Bazar Patrika, Ananda Bazar Patrika, Hindustan Times, Hindu, Indian Nation and Statesman. Since then, the Times of India and Deccan Herald, Bangalore, have joined as sponsors.

UNI distributes the foreign services of the Associated Press (AP), the Deutsche Presse Agentur (DPA), of West Germany and Tajug, Yugoslavia.

A comprehensive internal news service is maintained through offices and correspondents in the State capitals and principal news centres. News distribution is through teleprinter channels between Delhi, Calcutta, Bombay, Madras, Patna, Hyderabad, Lucknow, Ambala, Jaipur, Poona, Ahmedabad, Allahabad, Chandigarh, Jullundur, Trivandrum,

Bangalore and Cuttack. Connections to other centres including Bhopal and Gauhati will be established shortly.

Correspondents in foreign capitals are also being appointed. A comprehensive internal-external news service is given.

Only those owning newspapers published in India can be shareholders of UNI. Shares cannot be transferred "to any person or body corporate who or which does not own a newspaper published in India."

The subscription schedule of UNI is based on the circulation of the subscribing newspaper, as recommended by the Press Commission.

General Manager and Editor: Kuldip Nayar.

Hindusthan Samachar

17-A Shankar Market, New Delhi-1

The Hindusthan Samachar is primarily a multi-lingual news agency. Starting its work in December 1948 at four centres—Bombay, Delhi, Nagpur and Patna—with half-a-dozen subscribers, it has by now offices in almost all the States capitals except a few in the southern part of the country. About 85 newspapers of different languages are subscribing today to its news service.

The Hindusthan Samachar ushered in a new era in the history of Indian journalism by putting Hindi language and Devanagiri script on teleprinter machines. This is the only news agency which operates Devnagri teleprinters. The Hindusthan Samachar was converted into a co-operative society in June 1957, its employees becoming its

shareholders.

In over a decade of its existence, the Hindusthan Samachar has been making steady progress. Apart from its clientele in the country, it has been successful in securing all the language papers and also English newspapers published in Nepal as its subscribers. Recently the Nepal Government and the Nepal Radio have been added to its subscribers' list.

The news agency lays stress on the collection of rural news and caters to regional papers.

The Hindusthan Samachar plans to widen the scope of its activities and provide a still bigger, better and speedy coverage of news.

Chief Editor: S. S. Apte.

Indian News and Feature Alliance (INFA)

Jeevan Deep Building, Parliament Street, New Delhi-1

A news-cum-feature agency, INFA was set up in 1959 to meet the specialised needs of the regional Press. Many

a non-metropolitan newspapers (English or Indian language) could hardly afford the expense of (i) having its

own political or parliamentary correspondent in Delhi for specialised news coverage; (ii) buying articles on political and economic topics by well-known writers and columnists; (iii) providing a closer coverage of regional and district news not available from the general news agencies, etc. To supplement the valuable task performed by national agencies, INFA undertook to provide pioneer services in the field of specialised news and features. It launched out on its career of a news and feature syndicate by making available, for the first time on an organised basis in India, a daily service carrying signed articles on topical subjects written by well-known and informed commentators, publicists and news analysts. Since the circulation of its regional newspaper subscribers was confined to a particular region and did not cut across one another's lines, each could publish the same feature on a common, predetermined date as exclusive to it in its region.

This feature service proved to be exceedingly popular. It is now subscribed to not only by newspapers, big and small, but also by individuals, firms, companies, foreign embassies, government publicity bureaux and public relations institutions, who wish to keep themselves or their executives abreast with news-analyses and comments written by people who know and professional journalists.

To its feature service, INFA has progressively added other specialised news and feature services. Today, INFA offers to its 300 newspaper and other subscribers a daily feature service, which includes a political commentary, a weekly round-up of developments in the States, a weekly review of Parliament during sessions, articles on economic and sociological subjects, on national and international affairs, etc., Special News (by telegraph) service, a Spot News service, a full Sports service (including a daily column, a weekly digest and news scoops), a Sunday Magazine service, States and Delhi Newsletter services, Foreign Correspondent and Foreign Newsletter services, etc.

Editor-in-Chief: Durga Das

Editor: Inderjit

Feature Editor: U. Bhaskar Rao

News Editor: A. R. Vyas

Near

And

Far

East

News

Some Newspaper Clients

Calcutta: Hindusthan Standard, Ananda Bazar Patrika, Cine Advance, Himadri; Ambala: Tribune; Jullundur: Pratap; Bombay: Times of India group, Janmabhoomi, Bharat Jyoti; Nagpur: Nagpur Times, Navabharat; Delhi: Hindustan Times, Times of India group, Tej; Bangalore: Deccan Herald, Prajavani, Samyukta Karnatak, Mysindia; Madras: Mail, Hindu, Swadesamitran; Patna: Indian Nation, Aryavarta, Searchlight; Lucknow: Pioneer, National Herald; Allahabad: Northern India Patrika; Ahmedabad: Sandesh, Janasatta; Gauhati: Assam Tribune, Natun Assamiya; Panjim: Navhind Times; Srinagar: Khidmat; Secunderabad: Deccan Chronicle; Hyderabad: Siasat, Krishna Patrika; Bhopal: Madhya Pradesh Chronicle, Hitavada, Dainik Niranjan; Indore:

Nai Duniya; Cuttack: Samaj; Kottayam: Malayala Manorama; Calicut: Mathrubhumi; Bhiwani: Chetana; Ujjain: Malwa Times; Jabalpur: Nai Duniya; Baroda: Sunday Globe; Rajkot: Phulchhab; Jhansi: Jagaran; Gwalior: Lokpath;

Regional Offices

BOMBAY-1, S.A. Ayer, Empire House Dr. D. N. Road. CALCUTTA-1 D. N. Varma, 5, Mission Row. MADRAS-14 K.M. Rangaswamy, Y.M.C.A. Building, Royapettah, AHMEDABAD-13, Bhupat Vadodaria, 3 Navin Park; HYDERABAD-7, C. V. H. Rao, 1-9-328/3 Vidyanagar Colony; BHOPAL, M. M. Joshi, 2, Sadavrat, Near Bhopal Talkies; JAIPUR, B. C. Verma, E/61 Chittaranjan Marg, 'C' Scheme; TRIVANDRUM-4, G. S. Kartha, Govardhan, Thycad; PATNA-3, Shanti Narayan Sinha, Kadam Kuan; JAMMU, O. P. Saraf, 4 Sabzi Mandi.

India Press Agency (IPA)

IENS Building, Rafi Marg, New Delhi

IPA was started in February 1957. It is essentially a Special Correspondent Service, specialising in background and interpretative news coverage and exclusive spot news. At present, it confines itself mainly to the internal scene with occasional despatches on international events.

Run mainly on the initiative of a group of working journalists, it gives relatively wider coverage to trade union activities of all types and also to economic affairs. A special characteristic of the service is their regular Newsletter from the States.

IPA's releases are generally sent out by air mail, supplemented by telegraphic despatches in the cases of subscribers who specially ask for this.

Apart from a daily service, IPA issues regular weekly and fortnightly features such as New Delhi Letter, Economic Notes, Sports Newsletter, Pakistan Newsletter, Window on Africa, States Round-up, a weekly review of Parliament (whenever in session). Special features are released from time to time on important developments—national and international.

IPA started in 1963 issuing a weekly Industrial Relations Letter covering all aspects of employer-employee relations

from an objective standpoint. It contains news and reports related to industrial relations as also special articles, statistics, legal notes, etc. Among subscribers to this service are government labour departments, universities the Institute of Management, Calcutt newspapers, employers' organisation and trade unions.

IPA has bureaus in New Delhi and Calcutta. It has correspondents in most State capitals. Despatches are also received from correspondents in Ceylon, Nepal, Pakistan, U.A.R., U.K., U.S.A., and U.S.S.R.

Editor: Nikhil Charkravarty.

Manager: Chitta Priya Roy.

Some Newspaper Clients

Nagpur: Hitavada; Bhopal: Hitavada; Madras: Mail, Navamani, Andhra Patrika; Lucknow: Pioneer; Varanasi: Aaj, Bombay: Maratha, Lok Tantra, Blitz; Ahmedabad: Sandesh, Gujarat Samachar; Baroda: Gujarat Kesari, Swantantra Sarjan; Cuttack: Kalinga; Vijayawada: Visalandhra; Calicut: Desabhimani; Calcutta: Daiik Basumati; New Delhi: Link, Patriot, Colombo: Tribune; Quilon: Janayugam; Shillong: Frontier Times; Srinagar: Kashmir Post; Panjim: Navhind Times.

Eastern India News Agency

199/A, Keshab Chandra Sen Street, Calcutta-9

The Agency came into being in 1960. In 1962, the management changed hands. The Agency specialises in News from Eastern and North-Eastern India, including Sikkim, Bhutan, Nepal, NEFA and other border areas. The commercial division of the Agency has since developed to a considerable extent. Besides a large fleet of correspondents all over India, the Agency maintains bureaus in New Delhi and Cuttack.

Managing Director: Ram Narayan

Bhadra

News Editor: S. K. Hor.

Some Newspaper Clients

Calcutta: Hindusthan Standard, Ananda Bazar Patrika, Janasevak, Jugantar and Basumati; Gauhati: Natun Assamiya; Cuttack: Samaj, Eastern Times and Prajatantra; Jabalpur: Jabalpur Samachar; Varanasi: Daily Gandiva; Tripura: Ganraj.

Newsfeatures of India

Anandkunj, Linking Road, Bombay-54

Newsfeatures of India, founded by a group of enthusiastic young writers and journalists in September 1953, is amongst India's very few news agencies run on a purely cooperative basis serving national, provincial and suburban newspapers and periodicals with specialised news and features.

Commencing with just five provincial papers on its regular mailing list, NFI has by now got over 50 newspapers and periodicals published from

all over the country subscribing to its services. A network of its own correspondents stationed in almost all State capitals caters to important newspapers with telegraphic service twice a day. Its features include special weekly articles, newsletter on national and State affairs, literary and political write-ups, cinematic material, short stories and photographs, including colour transparencies.

Executive Editor: Rama Krishna

Publication Syndicate

Rang Bhawan, Moti Singh Bhomiyan ka Rasta, Jaipur

After over a decade of experience in the field of syndicating feature articles to the Hindi Press, the Publication Syndicate was converted into a multilingual service in 1961 at the instance of the late Sardar K. M. Panikkar who was on its Editorial Board.

It strives to raise the standard of the language Press, which is still low as compared with the metropolitan newspapers published in English. The Syndicate, therefore, has been so or-

ganized as to supply first-rate copy to this section of the Press at nominal prices. A number of leading statesmen, politicians, senior journalists, academicians and litterateurs write regularly for the syndicate's various services.

The syndicate supplies features, such as, weekly surveys of national and international events, profiles of important personalities, a fortnightly review of the sports world, a weekly probe of Delhi's political thinking, a fortnightly

survey of the literary scene, newsletters from the State capitals, interpretative news stories and illustrated features, literary serials, short stories and inter-

views.

Editor: Som Dev

Secretary: Lajja Goyal (Mrs.)

Reuters

85 Fleet Street, London E.C. 4, U.K.

Reuter began distributing news in India with a postal service to the Bombay Times in 1860 and has since remained the principal supplier of foreign news to the subcontinent. In former times, Reuter distributed directly to newspaper subscribers or through a wholly owned subsidiary agency. In recent years, however, Reuter's overseas news has reached the Press of India, Pakistan and Ceylon through distributive teleprinter networks of the respective national agencies: The Press Trust of India, The Associated Press of Pakistan and The Press Trust of Ceylon.

The Press Trust of India, in fact, was born in 1948 when Reuter turned over its subsidiary agency, The Associated Press of India, to Indian newspapers as a basis for the creation of the present cooperatively-controlled national agency.

Reuter was founded in London in 1851 by a naturalised German emigre, Paul Julius Reuter, later first Baron de-Reuter. It remained a private company under the control of the Reuter family and successors until 1941 when a gradual process of reorganisation was completed by which Reuter became a non-profit-making trust wholly owned by newspapers.

Reuter today is operated jointly by the Press of the United Kingdom, Australia and New Zealand under the

terms of a charter which enshrines the agency's fundamental principles of independence, honesty and accuracy in reporting international news without favour or bias.

Operationally, Reuter may be thought of as a complex of many hundreds of correspondents stationed throughout the world, each, covering local news and transmitting reports to London. A bulk newspool of more than 500,000 words a day is thus created in the central London newsroom from which news services, compiled according to various regional requirements, are prepared and radiated by radio telegraphy or cable from London to the various parts of the world. One or other of these radiated services reaches virtually every country of the world.

In addition to Reuter's service supplying general news, the agency produces a service of commercial news through a subsidiary concern. In 1960, Reuters acquired an interest in international film reporting for television through the acquisition of a share in the British Commonwealth International Newsfilm Agency.

New Delhi Bureau: 27 Prithvi Raj Rd., New Delhi-11; Grams: REUTER; Phone 617767; Telex 323; Chief Area Representative: Peter F. R. Jackson; Correspondents: Adrienne V. Farrell (Mrs. Jackson), V. M. Nair.

Agence France Presse (AFP)

13, Place de la Bourse, Paris, France

AFP is the oldest news agency having been founded in 1835 by Havas. The staff of AFP is 1,980-strong and there are 2,580 stringers. It has Bureaux

and Chiefs of Bureaux in 125 countries and territories. It has clients in 112 countries where the AFP service is sold to 418 daily newspapers; 117 radio sta-

tions; 50 national news agencies, which have 11,356 clients (newspapers). In total, 11,774 newspapers get the AFP news service.

AFP's long-range circuit covers 12,000 kms. and is available 24 hours and both

ways. Its radio transmitters function 75,000 hours per year.

AFP distributes 500,000 words daily in French, English, German and Spanish.

Office in India: 1 Curzon Road, New Delhi-1.

Associated Press (AP)

50, Rockefeller Plaza, New York-20, N.Y., U.S.A.

In 1848, six New York City newspapers formed the Associated Press, the first news agency in the world. Since then it has maintained its pride of place with the largest news operation, both in gathering and distributing news and photographs.

Today, AP, provides news and pictures to some 8,000 newspapers and radio and television stations in more than 100 countries.

Throughout the world, in all important news centres, it has thousands of full & part-time representatives.

In the United States, where AP is organised as a co-operative of newspapers, it draws upon the services of some 100,000 newsmen of member news organisations.

AP news is available in India through

United News of India (UNI).

The AP photo service is the world's largest, providing news and feature pictures by air mail or by radiophoto.

AP photos are available directly from the Associated Press in London by arrangement with the New Delhi bureau.

AP also has a subsidiary, Wide World Photos Inc., of New York, which provides special photo services on request. Cartoons and other drawings are provided through the AP Feature Services.

Office in India: 19 Narendra Place, Parliament Street, New Delhi-1; Chief of Bureau: Conrad C. Fink; Full-time Correspondents: Dan Cobbin and R. Satakopan.

United Press International (UPI)

220, East 42nd Street, New York 17, N.Y., U.S.A.

United Press International is an independent news agency serving 10,000 newspapers, magazines and radio and television stations. Its worldwide news reports are translated into 55 languages and dialects for publication or broadcast in 111 countries.

The agency also distributes photographs and radiophotos to 1,048 subscribers throughout the world, including more than 20 major newspapers in India.

In addition, it distributes the work of four major feature syndicates as

well as cartoons, comic strips and its own news features. All these may be obtained through its New Delhi offices.

The agency was launched as United Press in 1907. It extended operations to India in 1943.

The now familiar UPI credit-line first appeared in 1958, when United Press absorbed another great news agency, the International News Service.

Asia Division Office: New Mainichi Building, 11, 1-Chome-Yuraku-cho, Chiyoda-Tokyo, Japan.

Offices in India: NEW DELHI-1, IENS Building, Rafi Marg; Grams: UNIPRESS; Phones 34136 and 35491/13;

CALCUTTA: Tower House, Chowringhee Square; Grams: UNIPRESS; Phone: 233178.

Near And Far East News (NAFEN)

10, Salisbury Square, London E.C. 4, U.K.

The Near And Far East News (Asia) Limited was founded as a private limited liability company and registered in London in 1952. It began operating in India in April that year.

The Agency has bureaux in New Delhi, Calcutta, and Madras and employs correspondents and stringers at centres throughout the country. NAFEN is also served by correspon-

dents in the principal cities of South-East Asian and Far Eastern countries, the Middle East and Africa.

Offices in India: NEW DELHI-1, IENS Building, Rafi Marg, Chief Representative in India: E. A. Howe; Bureau Manager: C. C. Joseph; CALCUTTA, 7 Fancy Lane; BOMBAY-1, 70 Forbes Street; MADRAS, Airlines Hotel, Mount Road.

King Features Syndicate

235, East 45th Street, New York 17 N.Y., U.S.A.

The syndicate provides a complete range of newspaper feature material, including daily Strips, Sunday Comics, Cartoon Panels, Crosswords, Puzzle & Pastime pages, Fiction, Horoscope, Children's stories, editorial columns on politics, Health, Beauty, Fashion, Movies, Sports, Home Decoration, Food, etc. Also editorial material from Hearst magazines like Good Housekeeping, Cosmopolitan, Science Digest, House Beautiful, Harper's Bazar, etc.

Among the popular features available—daily and Sunday comics viz. PHANTOM, MANDRAKE THE MAGICIAN, RIP KIRBY, DONALD DUCK, DR. KILDARE, HENRY, FLASH GORDON, ARCHIE, POPEYE, MICKEY MOUSE, BEETLE BAILET, etc., etc., Cartoon Panels—RIPLEY'S BELIEVE IT OR NOT, Walt Disney's TRUE LIFE ADVENTURES etc. and editorial columns by Jim Bishop, Louella Parsons, Walter Winchell, Joseph Whitney, etc.

INDIA
NEWS AND
FEATURE
ALLIANCE

JEEVAN DEEP
PARLIAMENT STREET
NEW DELHI

SYNDICATES
NEWS AND
ARTICLES
TO
DAILIES
AND
WEEKLIES

Representatives for India and Ceylon:
Advertising Films of India Private Limited,
Khorshed Building, 4th Floor,
Sir Phirozshah Mehta Road, Fort,
Bombay-1. Grams: JEYENJEYN.

Phone 263023; Director in Charge:
Ramesh Jain; Other Offices in India:
NEW DELHI—127, Golf Links, Phone:
618230. CALCUTTA—21, Prince Street.
Phone: 232686.

National Broadcasting Company (NBC)

RCA Building 30, Rockefeller Plaza, New York, 10020, N.Y. U.S.A.

The National Broadcasting Company now in its thirty-eighth year, is the oldest and largest American broadcasting network. NBC and its parent company, Radio Corporation of America, have pioneered the development of colour television.

NBC now has 197 affiliated television stations with a combined coverage of more than 99 per cent of the television homes in America. The NBC Radio Network encompasses 198 stations.

NBC maintains news bureaus throughout the United States and in London, Paris, Rome, Bonn, Moscow, New Delhi, Beirut, Nairobi, Hong Kong, Tokyo and Rio de Janeiro.

NBC supplies voicecast news and television films exclusively. It has no commercial outlet in India.

South Asia News Bureau: 10 Jain Mandir Road, New Delhi-1.

Polska Agencja Prasowa (PAP)

Aleje Jerozolimskie, 7, Warsaw, Poland

The Polish Press Agency was established in 1943 during the Second World War as the press agency of Polish organisations fighting against the German occupation. Today, PAP is an information

agency supplying news by teleprinter to all Polish dailies, radio and television stations as well as to Polish information offices abroad, transmitting messages by radio/radio teleprinter, morse or by

OVER 90
NEWSPAPERS
IN INDIA RELY
ON THE INFA
CREDIT LINE

SUPPLIES
AUTHORITATIVE
WRITINGS
IN
EVERY
FIELD

cable. In addition to this, PAP publishes a number of periodical bulletins for Poland and foreign countries.

PAP supplies by teleprinter to the whole Polish Press a daily information service from all over the world and issues a number of mimeographed daily and weekly bulletins in the Polish language.

PAP's Foreign Editorial Department serves newspapers, weeklies and radio stations upon individual orders with commentaries and topical articles written by PAP's foreign correspondents or other contributors.

The publications of the Foreign Editorial Department are based on the work of PAP's permanent foreign correspondents accredited in Moscow, Peking, Berlin, Bonn, Prague, Belgrade, Bucharest, Budapest, Sofia, New York (United Nations), Washington, London, Paris, Vienna, New Delhi, Cairo, Mexico, Havana, Algiers and Dar-es-Salam.

PAP receives from all over the world the services of 25 press agencies. They include all worldwide agencies (Tass, Reuter, UPI, AP, AFP, Hsinhua) and news agencies of the countries of the socialist camp as of other countries.

PAP's Department of Information for abroad transmits by cable and radio in the Russian, English, French, Spanish, and Polish languages a daily service containing information on the political, social, economic, cultural and sports life of Poland as well as Poland's relations with other countries and her activity in the international arena. PAP's service or abroad is being regularly received in 22 countries.

PAP has permanent teleprinter lines connecting its central offices in Warsaw with all those who are receiving PAP services in Poland and with all of the 17 PAP branch editorial offices in Poland.

PAP has regular tele-connections with fifteen world capitals. With radio and cable means of communications at its disposal, PAP receives daily 250-300 thousand words and transmits about 200 thousand words (taking the home and foreign services together).

PAP has no photographic service. The Centralna Agencja Fotograficzna (CAF) whose offices are located in Warsaw, Foksal Street 16, supplies the Polish Press with photographs.

Office in India: 73 Jor Bagh, New Delhi.

We speak

in many

tongues

India speaks
In many languages and so do we. We write original copy and prepare translations. We do art letterings and adaptations in all the Indian languages. We ensure quick service by meeting your requirements in time-every time.

Transart

AGENCY

Liberty

PRINTING WORKS

40, POLICE COURT LANE, BOMBAY-1
Telephone 261152

Tass News Agency of U.S.S.R.

Correspondent in India: O. V. Pleshov, 155 Jor Bagh, New Delhi-3

Sundry Services for Press

ORIENTAL LANGUAGES BUREAU

Lakshmi Building, Sir P. M. Road,
Bombay-1; Phone 263451

Nature of Service: Furnishing translations, type-settings and language adaptations in Marathi, Gujarati, Hindi, Urdu, Tamil, Telugu, Kanarese, Malayalam, Bengali, Assamese, Oriya, Gurumukhi, Sindhi, Konkani, and Portuguese.

Proprietor: K. N. Shah.

INTERNATIONAL CLIPPING SERVICE

Lakshmi Building, Sir P. M. Road,
Bombay-1, Phone 263451

Nature of Service: Furnishing Press cuttings from papers emanating from India, Pakistan, Ceylon and U.K. and reports on competitive Press advertising.

Proprietor: K. N. Shah.

TRANSART AGENCY

40 Police Court Lane, Bombay

Nature of Service: Started in 1950.
Transart Agency and Liberty Printing

Works specialise in producing Press advertisements in major Indian languages and adaptation of any advertisement to required size.

Fully equipped with large staff and art studio to produce complete advertisements with translations, type-setting, hand lettering, calligraphy, etc. in major languages such as English, Gujarati, Marathi, Hindi, Bengali, Assamese, Tamil, Telugu, Urdu, Kanarese, Gurumukhi, Gorkhali, Sindhi, and Portuguese. Besides Indian languages, it also undertakes to adapt advertisements in Arabic, Pushtu, etc. These services are availed of by the leading advertising agencies, D.A.V.P., and many direct advertisers as well.

Also specialise in designing and printing folders, leaflets, showcards, cinema slides, etc. in any language.

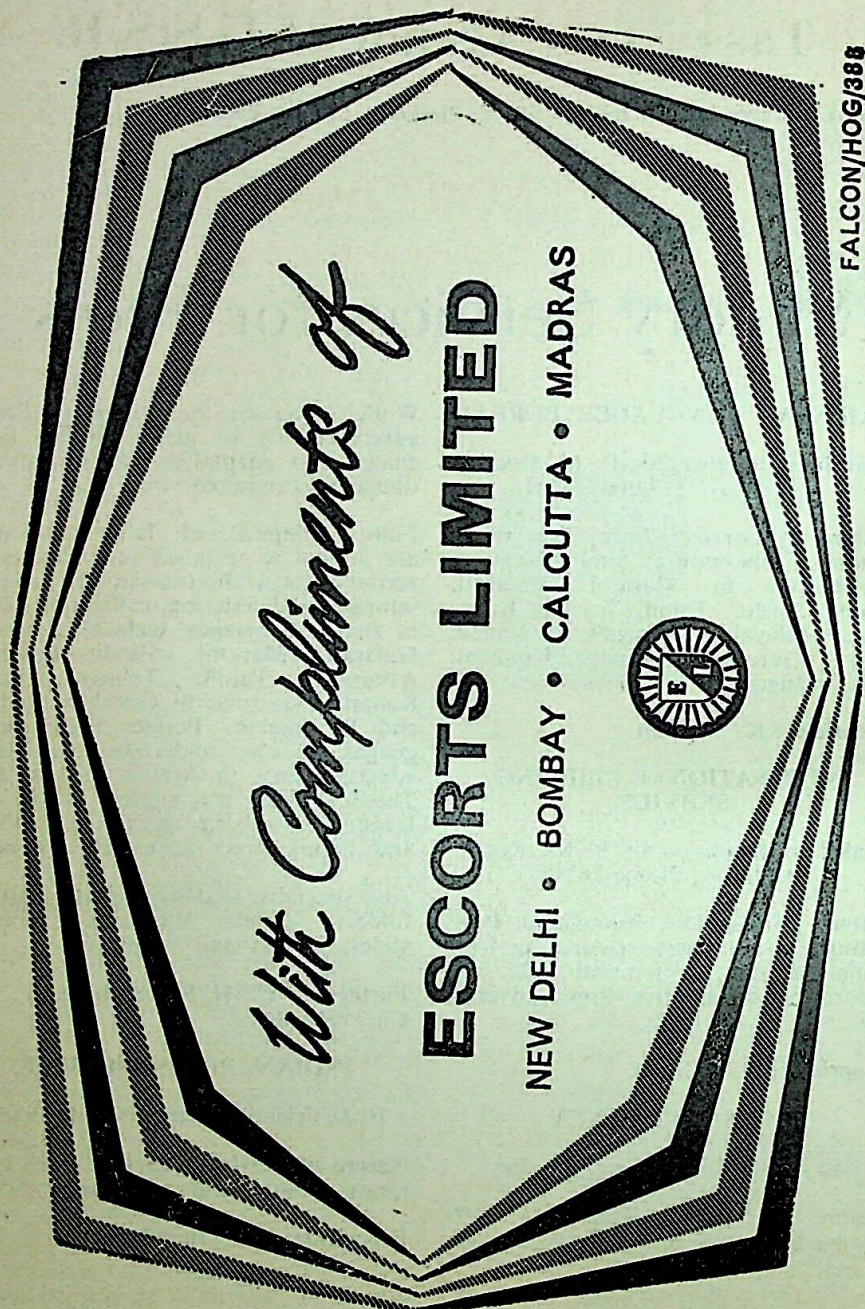
Partners : C. H. Ramnath & P. N. Chakravarthi.

INDIAN PRESS SERVICE

16 A, Friends Colony, New Delhi-14

Nature of Service: Provides Press clippings of industrial news only.

Proprietor: P. L. Jhunjunwala.



FALCON/HOG/388

JOURNALISM COURSES

DEPARTMENT OF JOURNALISM

University of Calcutta, West Bengal.

Diploma in Journalism (J. D.)—2 years; 75 seats; co-educational; minimum qualification—must be Graduate; tuition fee—Rs. 180.00 p.a.; periodicity of payment—monthly; applications received after publication of results of degree examinations, Calcutta University; date of commencement of the session—June; medium of instruction—English and Bengali; hostel facilities available; Head of the Department—Mr. Chapalakanta Bhattacharyya, M.A., LL.B., M.P.

MAHARAJA'S COLLEGE

University of Mysore, Mysore.

B.A. with Journalism—3 years; number of seats—not specified; co-educational; foreign students admitted; minimum qualification—Senior Cambridge, or P.U.C. Arts students; tuition fee—Rs. 126.00 p.a.; periodicity of payment—monthly; last date of receipt of application—June 20; date of commencement of the course—June 24; medium of instruction—English; hostel accommodation available; room rent per head Rs. 10.00 p.m.; type/style of diet—Indian and Western; diet charges Rs. 40.00 to Rs. 80.00 p.m.; Head—Mr. N. Krishna Murty.

DEPARTMENT OF JOURNALISM

Panjab University, Chandigarh.

Diploma in Journalism (J.D.)—1 year; co-educational; foreign students admitted; minimum qualification—must be Graduate; tuition fee—Rs. 180.00 p.a.; periodicity of payment—quarterly; last date of receipt of application—about second week of June; date of commencement of the course—second week of July; medium of instruction—English; hostel facilities available; address—Arts Block, 2, First Floor, University Campus, Chandigarh-3; Head of the Department—Prof. P. P. Singh, M.A. (Mo), J.D. (London), LL.B.

UNIVERSITY COLLEGE OF ARTS & COMMERCE

Osmania University, Hyderabad-7.

Degree in Journalism—(Bachelor of Journalism—one year; tuition fee—Rs. 150.00 p.a.; last date of receipt of application—generally third week of June (the exact date to be publicised every year); date of commencement of the course—middle of July; medium of instruction—English; residential facilities available in University hostels; Publication—The Osmania Courier—a monthly laboratory newspaper; Professor and Head of the Department—Professor S. A. Govindarajan, former Senior Assistant Editor and Editorial writer of The Hindu.

COLLEGE OF JOURNALISM, ADVERTISING & PRINTING

Bharatiya Vidya Bhawan, Chowpatty, Bombay-7.

Diploma courses: Journalism—1 year; Journalism (Advanced)—2 years; Advertising & Public Relations—1 year; Marketing—1 year; Printing—2 years; Admissions for first four courses are primarily to Graduates, but a few less qualified candidates may be admitted on merit; fifth course is open to Matriculates; 60 students admitted to each of the five courses in every year; tuition fee Rs. 125.00 per term; Two terms in a year; medium of instruction—English; Principal—Joseph John.

HISLOP COLLEGE

Nagpur University, Nagpur.

Two courses in Journalism—one-year post-graduate diploma in journalism and one-year post-matric certificate in journalism; medium of instruction—English; address—Temple Road, Nagpur-1; Head—Mr. K. E. Eapen, B.A., LL. B., J.D. (OSM), M.Sc. (J.L.M. Syracuse).

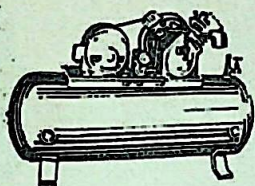
DEPARTMENT OF JOURNALISM

Madras University, Madras.

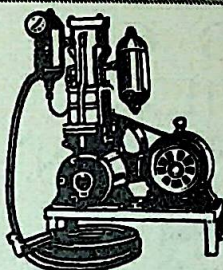
Diploma in Journalism—1 year; co-educational; minimum qualification—Graduate; tuition fee—Rs. 100.00 p.a.; periodicity of payment—annual; last date of receipt of application—December 1; date of commencement of course—January; medium of instruction—English; hostel facilities not available.



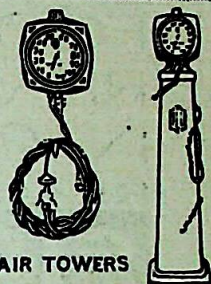
SERVICE STATION EQUIPMENT



AIR COMPRESSORS



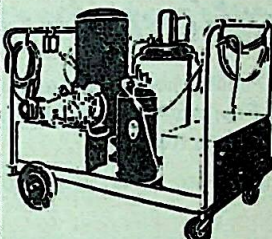
CAR WASHERS



AIR TOWERS



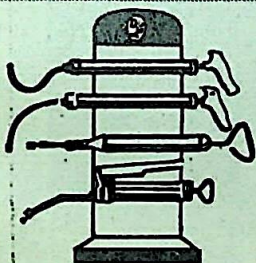
GREASE BUCKET PUMP



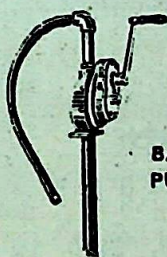
SERVICE MOBILE



HAND
OPERATED
OIL DISPENSER



GREASE GUNS



BARREL
PUMPS



ADAPTER
BOARD

AVAILABLE FROM READY STOCK. INSTALLATION UNDERTAKEN.
SPARES AVAILABLE. SERVICE AFTER SALES GUARANTEED.

DGL PRIVATE LIMITED

REGD. OFFICE : M 14, CONNAUGHT CIRCUS, NEW DELHI-1, PHONE : 45028

BRANCH . SHAH NAJAF ROAD, HAZRAT GANJ LUCKNOW, PHONE : 22523

GRAMS GARAGE NEW DELHI

GRAMS : GROWMORE LUCKNOW

FOCUS ON REALITIES IN GERMANY

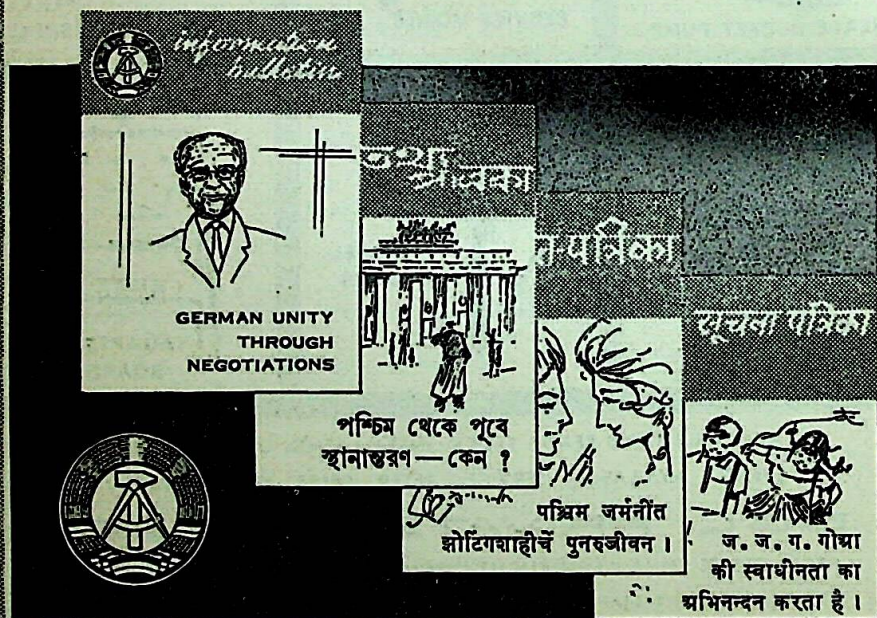
READ

G D R

information bulletin

Published in Hindi, Marathi, Bengali and English
by the Trade Representation of the
German Democratic Republic

1/39, Kautilya Marg, Post Box No. 320,
New Delhi



Newfields

Press Correspondents Accredited to the Central Government

AS ON APRIL 9, 1965

I. REPRESENTATIVES OF INDIAN NEWS AGENCIES

Name of Agency	Name of Correspondent	Address
1	2	3
Hindusthan Samachar	B. P. Agarwal N. B. Lele N. V. Tarte	17-A, New Central Market, Connaught Place, New Delhi. Do. Do.
India Press Agency	Nikhil Chakravartty O. P. Sabherwal.	21, Rakab Ganj Road, New Delhi. C/o India Press Agency, IENS Building, Rafi Marg, New Delhi.
India News and Fea- ture Alliance	Inder Jit A. R. Vyas S. P. Sinha U. Bhaskar Rao	5, Central Lane, New Delhi-1, N-104, Greater Kailash-I, New Delhi-14. 48, Sunder Nagar, New Delhi. A-69, Defence Colony, New Delhi-3.
Press Trust of India	K. Subramaniam T. S. Nilakantan A. Balasubramaniam R. Chakrapani S. Sethuraman N. Balasubramaniam K. P. Srivastava T. V. Venkitachalam K. S. Mani	D-II/70, Pandara Road., New Delhi. D-II Flat, 169, Kidwai Nagar West, New Delhi. S-IV/434, Rama Krishnapuram, New Delhi-16. S-IV/436, Rama Krishnapuram, New Delhi-16. D-41, Jangpura Extn., New Delhi-14. 8/9, W. E. A., Karol Bagh, New Delhi. 30, Pershing Square, Gole Mar- ket, New Delhi. 8/17, W.E.A., 1st Floor, Karol Bagh, New Delhi. 1B/27, Northern Extn., Area, New Delhi-5.

1	2	3
United News of India	Kuldip Nayar	Central Hall, Khan Market, New Delhi-11.
	D. P. Wagle	C-511, Defence Colony, New Delhi.
	T. V. Rajagopalan	97, Kaka Nagar, New Delhi.
	K. G. Ganapathy	I-B, 120, Lajpat Nagar, New Delhi.
	B. K. Joshi	292, Kaka Nagar, New Delhi.
	V. P. Ramachandran	15A/52, W. E. A., Karol Bagh, New Delhi.
	M. R. Virmani	F-65, Kalkaji Colony, New Delhi.

II.—REPRESENTATIVES OF FOREIGN NEWS AGENCIES AND FEATURE SYNDICATES

News Agencies

1	2	3
Agence France Presse	Jean L. Arnaud G. S. Bhargava	1-Curzon Road, New Delhi. 8A/59, W. E. A., Karol Bagh, New Delhi.
A.D.N., Berlin (Allgemeiner Deutscher Nachrichtendienst)	Wolfgang Doehnert	159-Jor Bagh, New Delhi.
Associated Press of America	Conrad C. Fink Dan Coggin R. Satakopan	19-Narindra Place, Parliament Street, New Delhi. Do. Do.
Associated Press of Pakistan	Abul Hashem	26-Pataudi House, New Delhi.
Czechoslovak News Agency (Ceskeslovenske Tiskov Kancelare)	(Dr.) M. Houstecky	115 A, Jor Bagh, New Delhi.
Deutsche Press Agentur (German Press Agency)	Krishan Kumar	1, Todur Mal Road, New Dehi.
Jiji Press, Tokyo	Y. Kagawa	B-100, Defence Colony, New Delhi.
Kyodo News Service, Tokyo	T. Immamura	27-A, Prithviraj Road, New Delhi.
Near & Far East News, London.	E. A. Howe C. C. Joseph	25-Jor Bagh, New Delhi. C-II/325, Pandara Road, New Delhi.

1	2	3
Novosti Press Agency	Ivan Kravchenkov	25-Barakhamba Road, New Delhi.
Polish Press Agency	M. Kluzniak	73-Jor Bagh, New Delhi.
Reuters	Peter F. R. Jackson Miss A. V. Farrell (Mrs. Peter Jackson)	27-Prithiviraj Road, New Delhi. Do.
Tanjug (Yugoslave Press Agency, Belgrade)	M. Blagojevic	125-Golf Link, 1st Floor, New Delhi.
Tass	V. Nikitin O. Plesov G. P. Molohanov	155-Jor Bagh, New Delhi. Do. 152-Jor Bagh, 1st Floor, New Delhi.
United Press International	John F. Barton Shyam Gopal Roy R. C. Pande	U.P.I. Bureau, I.E.N.S. Bldg., Rafi Marg, New Delhi. 99-Kaka Nagar, New Delhi. I.E.N.S. Bldg., Rafi Marg, New Delhi.
United Press of Pakistan	S. Bhatia	20-Sikandra Road Hutments, New Delhi.

Feature Syndicates

Press Syndicate of Japan Keshoram Sabarwal 69-Khan Market, New Delhi.

III. REPRESENTATIVES OF INDIAN NEWSPAPERS

Name of the Paper	Language	Name of Correspondent	Address
1	2	3	4
Aj, Varanasi	Hindi	J. P. Chaturvedi Paras Nath Singh	55, Kaka Nagar, New Delhi. 3/II-12, IENS Bldg. Rafi Marg, New Delhi.
Al-Jamait, Delhi	Urdu	Mohd. Sulaiman Sabir	2143, Ahata Kala Saheb, Qasim Jan Street, Delhi-6.
Amrita Bazar Patrika	English	A. N. Das Sukumar Dutta S. K. Das	2, Lytton Lane, New Delhi. 2/10, IENS Bldg., Rafi Marg, New Delhi. S-IV/477, R. K. Puram, New Delhi

1	2	3	4
Jugantar	Bengali	B. K. Chatterjee	2/10, IENS Bldg., Rafi Marg, New Delhi.
Ananda Bazar Patrika	Bengali	Khagen De Sarkar Sailen Chatterjee	15-B, Purvi Marg, (Off Pusa Road), New Delhi. 9-B, Pandara Road, New Delhi.
Hindusthan Standard	English	S. K. Basu	15-B, Purvi Marg, (Off Pusa Road), New Delhi.
Andhrajanta, Hydera- bad	Telugu	Sailen Chatterjee	9-B, Pandara Road, New Delhi.
Andhra Patrika, Madras	Telugu	Sri Krishna	1, Narindra Place, 15, Parliament Street, New Delhi
Andhra Jyoti, Vijayawada	Telugu	R. Sundaram	B-20, DII Type, Moti Bagh, New Delhi-3.
Aryavarta, Patna	Hindi	Binodanand Thakur	I.E.N.S. Building, Rafi Marg, New Delhi.
Indian Nation, Patna	English	Do	Do
Asian Recorder	English (Weekly)	M. H. Samuel	C-I/9, Tilak Marg, New Delhi-1.
Assam Tribune	English	J. M. Deb	79, Jor Bagh, New Delhi.
Basumati, Calcutta	Bengali	Debabrata Sarkar D. Basuraychaudhuri	14, Cornwallis Rd., New Delhi. 13-A/14, Janpath Lane, New Delhi.
Blitz, Bombay	English & Hindi (Weekly)	A. Raghavan S. Joga Rao	138, Kaka Nagar, New Delhi. Blitz Office, IENS Bldg., Rafi Marg, New Delhi.
Capital, Calcutta	English (Weekly)	Sri Krishna	1, Narindra Place, 15, Parliament Street, New Delhi.
Current, Bombay	English (Weekly)	V. R. Mohinder,	IENS Bldg., Rafi Marg, New Delhi

1	2	3	4
Dainik Bhaskar, Bhopal	Hindi	K. C. Nigam	891, Beriwalli Gali, Kucha Pati Ram, Bazar Sita Ram, Delhi.
Deccan Chronicle, Secunderabad	English	P. K. Naresh	126, Pataudi House, New Delhi.
Deepika, Kottayam	Malayalam	A. J. George	28, Sikandra Road Hutments, New Delhi.
Dinamalar, Tirunelveli	Tamil	E. P. Radhakrishnan,	5, Sikandra Road Hutments, New Delhi.
Dina Seithi, Madras	Tamil	D. G. Kulkarni	53, Kaka Nagar, New Delhi-11.
Eastern Economist, New Delhi	English (Weekly)	R. C. Ummat	8/5, W. E. A., Karol Bagh, New Delhi.
Express, Trichur	Malayalam	R. Sundaram	B-20, DII Type Moti Bagh, New Delhi.
Free Press Journal	English	S. Swaminathan V. Narayanan Nair	B-4, Pandara Road, New Delhi. 1/8, IENS, Bldg., Rafi Marg, New Delhi.
Gavkari, Nasik	Marathi	A. N. Satwik	34, Sikandra Road Hutments, New Delhi-1.
Golkonda Patrika, Hyderabad	Telugu	Keshoram Sabarwal	69, Khan Market, New Delhi-11.
Gujarat Samachar, Ahmedabad	Gujarati	Chandrakant F. Shah Arvind A. Goswami,	DII/323, Vinay Marg, New Delhi. DII/323, Vinay Marg, New Delhi.
Hind Samachar, Jullundur	Urdu	C. L. Suri	II-J/29 (near Cor- poration Hospi- tal) Lajpat Nagar, New Delhi.
Hindu, Madras	English	K. Rangaswami E. K. Ramaswami H. Venkatasubbiah B. S. Pandmanabhan	49 Lodi Estate, New Delhi. 62, Kaka Nagar, New Delhi. 34/4, Hanuman Lane, New Delhi. 9-A/58, W. E. A. Karol Bagh, New Delhi.

1	2	3	4
Hindu, Madras (<i>Contd.</i>)		M. Pattabhiram,	A-37, Link Road, First Floor, Laj- pat Nagar II, New Delhi.
		T. Padmanabha Rao	C/o Hindu, IENS Bldg., Rafi Marg, New Delhi.
Hindustan Times	English	Krishan Bhatia	97, Lodi Estate, New Delhi.
		K. K. Katyal	277-C, Defence Colony, New Delhi.
		P. Chakravarti	House No. 1, 2nd floor, 5-A, Darya- ganj, Delhi-6.
		K. A. Sankarasubra- manyam	2-B, Pusa Road, New Delhi.
		M. K. Dhar	C/o Hindustan Times, New Delhi
		R. N. Radhakrishnan	8/33, 1st Floor, W.E. A., Karol Bagh, New Delhi.
		U. N. Phadnis	7-Pratap Building, Suit No. 7, II Floor, 'N' Block, Connaught Cir- cus, New Delhi.
Hindustan	Hindi	C. L. Chandrakar	53, K Block, Con. Circus, New Delhi.
		K. C. Mehta	Narayan Bhavan, Arjun Nagar, Kotla Mubarkpur, New Delhi.
Searchlight, Patna Pradeep, Patna Leader, Allahabad	English Hindi English	.. Raghubans Sahay	3/15, IENS Bldg., Rafi Marg, New Delhi.
Indian Express	English	K. Subbaroyan	11, Cornwallis Rd., New Delhi.
		S. R. Soni	51, Pataudi House, New Delhi.
		P. Das Gupta	296-D/II, Vinay Marg, Chanakya- puri, New Delhi.
		R. P. Chadha	5-D, Vikram Nagar, New Delhi.
		P. K. Tripathi	5/572, Lodi Colony, New Delhi.
Financial Express	English	S. Kumar Dev	G-47, Nizamuddin West, New Delhi.

1	2	3	4
Financial Express (Contd.)		S. Santanam	H. No. 5639, Gali No. 78, Regharpura, Karol Bagh, New Delhi.
		Kewal Karma	5118, Krishan Nagar, New Delhi-5.
Dinamani, Madurai	Tamil	R. Rangarajan	A-96, E-Type, Pandara Road, New Delhi.
Lokasatta, Bombay	Marathi	K. Srinivasan	6/72, W.E.A., Karol Bagh, New Delhi.
Indian Finance, Calcutta	English (Weekly)	S. Nilakantan	221-West Kidwai Nagar, New Delhi-3.
Jagaran, Indore	Hindi	Rajendra Kapoor	J-11, Jor Bagh Rd., Aliganj, New Delhi.
Janasakthi, Madras	Tamil	T. V. Rajan	C/o Communist Party of India, 4/7, Asaf Ali Road, New Delhi.
Janasatta, Ahmedabad	Gujarati	H. Khambholja	11-A/20, W. E. A., Vindond Bhavan, 1st floor, Karol Bagh, New Delhi.
Janasewak, Calcutta	Bengali	N. Bhattacharyya	22-H, Jangpura Extn., New Delhi.
Janmabhoomi Group of Newspapers	Gujarati	A. S. Raghunathan	14, Narinder Place, New Delhi.
Pratap. Surat Phulchhab, Rajkot	Both Gujarati	K. A. Waghjiani	3/8, IENS Bldg., Rafi Marg, New Delhi.
Janayugam, Quilon	Malayalam	K. Unnikrishna Warier	35, Raisina Road Hostel, New Delhi-1.
Kalinga, Cuttack	Oriya	Navinchandra B. Shah	R-498, New Rajindra Nagar, New Delhi.
Keraladhwani, Kottayam	Malayalam	Thomas Mulackal	7-Baber Road, (Bengali Market), New Delhi.
Kerala Prakasam, Ernakulam	Malayalam	A. J. George	28, Sikandra Road Hutments, New Delhi.

1	2	3	4
Kerala Kaumudi, Tri-vandrum, Bi-lingual	Malayalam & English	K. Gopinath	A-61, Nizamuddin East, New Delhi-13.
Kesari, Poona	Marathi	K. N. Sharma	7/36, Daryaganj, Delhi.
Link, New Delhi	English (Weekly)	Girish Mathur	C/o Link, Mathura Road, New Delhi.
Loksevak, Calcutta	Bengali	D. Basuraychaudhuri	13-A/14, Janpath Lane, New Delhi.
Lokvani, Jaipur	Hindi	K. C. Nigam	891, Beriwal Gali, Kucha Pati Ram, Bazar Sita Ram, Delhi.
Mail, Madras	English	P. Ramaswamy	17, Shan Nahar, New Delhi.
Malabar Mail, Ernakulam	Malayalam	M. H. Samuel	C-1/9, Tilak Marg, New Delhi.
Malayala Manorama, Kottayam	English & Malayalam	V. M. Marangoli	2/11-12, I.E.N.S. Buildings, Rafi Marg, New Delhi.
Mathrubhoomi, Kozhikode	Malayalam	R. Kamamurti, V. K. Madhavan Kutty	19, Mandi House, New Delhi. Room No. 2, I.E. N.S. Bld., Rafi Marg, New Delhi.
Matribhoomi, Akola	Marathi	Bhikhalal Kapasi	B-5, Pandara Road, New Delhi.
Milap, Delhi	Urdu	J. N. Shukla, Balraj Khanna	B-13, Pandara Road, New Delhi. P/57, West Patel Nagar, New Delhi.
Milap, Jullundur	Urdu	D. N. Tara,	D-1/145, Lajpat Nagar, New Delhi.
Milap, Jullundur	Hindi	P. N. Bajpai	7, Mandi House, New Delhi.
Musalman, Madras	Urdu	J. P. Bhatnagar	1/12, Birbal Road, Jangpura Extn., New Delhi.
Nai Duniya, Indore	Hindi	B. B. Saxena	25, York Hotel, New Delhi-1.
Navabharath, Mangalore	Kannada	D. G. Kulkarni	53, Kaka Nagar, New Delhi-3.

1	2	3	4
Nav Bharat Group (Nagpur, Bhopal, Indore, Jabalpur and Raipur)	Hindi	P. K. Naresh	126, Pataudi House, New Delhi.
Navjeevan, Trichur	Malayalam	Pauly V. Parakal	I.E.N.S. Building, Rafi Marg, New Delhi.
Nav Prabhat, (Agra, Gwalior, Bhopal, Indore and Ujjain)	Hindi	K. C. Nigam	891, Beriwalli Gali, Kucha Pati Ram, Bazar Sita Ram, Delhi.
Navarashtra, Patna	Hindi	A. K. Vidyalkar	Ithas Sadan, 118-M Connaught Circus, New Delhi.
New Age, Delhi	English (Weekly)	Zia-ul-Haq	G. 60 (first floor), Nizamuddin West, New Delhi-13.
Nutan Saurashtra, Rajkot	Gujarati	Bhikhalal Kapasi	B-5, Pandara Road, New Delhi.
Organiser, Delhi	English (Weekly)	Lalchand, K. Advani	C/o Organiser, Shra- dhanand Bazar, Delhi.
Patriot, New Delhi	English	E. R. Gopinath	C/o Patriot, Link House, Mathura Road, New Delhi.
		Ganesh Shukla	7-D, Tughlaq Place, New Delhi.
		Balraj Mehta	C/o Patriot, New Delhi.
		A. K. Kidwai	C/o Patriot, New Delhi.
		Om Narain	C/o Patriot, New Delhi.
Pioneer, Lucknow	English	Girish Mathur	C/o Link, Mathura Road, New Delhi.
		P. Ramaswamy	17, Shan Nagar, New Delhi.
Pradeep, Jullundur	Urdu	Rajendra Kapoor	J-11, Jor Bagh Rd., Aliganj, New Delhi.
Prajantra, Cuttack	Oriya	K. N. Sharma	7/36, Daryaganj, Delhi.
Pratap, Delhi & Jullundur	Urdu	Gurcharan Chawla	Singh B-6, Pandara Road, New Delhi.
Rajasthan Jaipur	Patrika, Hindi	P. K. Naresh	126, Pataudi House, New Delhi.

1	2	3	4
Rashtrammat, Margao-Gao	Marathi	Sita Charan Dixit,	C-1/10, Model Town Delhi-9.
Sada-e-Am, Patna	Urdu	Dewan Berindranath	C/70, Nizamuddin East, New Delhi.
Sakal, Poona	Marathi	A. N. Satwik	34, Sikandra Road Hutments, New Delhi-1.
Samaj, Cuttack	Oriya	D. K. Joshi	202, Kaka Nagar, New Delhi.
Sandesh, Ahmedabad	Gujarati	Kamal K. Bhatt	Sandesh Office, B-13, Shopping Centre, Jor Bagh, New Delhi.
Sandesh, Jammu	Urdu	J. P. Bhatnagar	1/12, Birbal Road, Jangpura Extn., New Delhi-14.
Sanmarg	Hindi	Hira Lal Chaubey	5954/3, Dev Nagar, New Delhi-5.
Sevagram, Delhi	Hindi (Weekly)	G. P. Jain	1, Daryaganj, Delhi.
Sholapur Samachar, Sholapur	Marathi	A. N. Satwik	34, Sikandra Road Hutments, New Delhi-1.
Siyasat-Jadid, Kanpur	Urdu	Dewan Berindranath,	C-70, Nizamuddin East, New Delhi.
Statesman	English	Inder Malhotra	21, Ratendon Road, New Delhi.
		Ranajit Roy Chowdhury	C/o Statesman, New Delhi.
		M. B. Lal	C/o Statesman, New Delhi.
		S. Banerjee	C/o Statesman, New Delhi.
Swadesamitran, Madras	Tamil	K. Rangaswami	49, Lodi Estate, New Delhi.
		P. R. Srinivasan	C/2-115, Lodi Colony, New Delhi.
Swatantra Sarjan, Baroda	Gujarati	Navinchandra B. Shah	R-498, New Rajinder Nagar, New Delhi.
Tainadu, Bangalore	Kannada	C. L. Suri	II-J/29, Lajpat Nagar, New Delhi.

1	2	3	4
Tarun Bharat, Nagpur	Marathi	G. S. Indurkar	23, York Hotel, New Delhi.
Tej, Delhi	Urdu	P. N. Sharma	D-367, Vinay Marg, Chanakya-puri New Delhi.
		C. L. Suri	II-J/29, Jajpat Na- gar, New Delhi.
Thozhilali, Trichur	Malayalam	A. J. George	28, Sikandra Road Hutments, New Delhi.
Thought, Delhi	English (Weekly)	Krishan Kumar,	1, Todar Mal Road, New Delhi.
Times of India	English	G. K. Reddy	Times of India, News Bureau, Times of India Bldg., 7, Bahadur Shah Zaffar Marg, New Delhi.
		Vishnu Dutt	Do.
		M. Subban	51, Pandara Road, New Delhi.
		G. M. Telang,	Times of India News Bureau, Times of India Bldg., 7, Bahadur Shah Zaffar Marg, New Delhi.
		C. V. Vishwanath	145, Kaka Nagar, New Delhi.
		K. S. Ramaswamy	17A/61, W. E. A., Karol Bagh, New Delhi.
		S. M. Rameshwar	B-I, Green Park Ex- tension, New Delhi-16.
Economic Times	English	Dr. D. K. Rangnekar	C-251, Defence Co- lony, New Delhi.
		S. L. Shah	30, Rajindra Park, First Floor, Opp. Shankar Road, New Delhi.
		Satindra Singh	11-B, Nizamuddin, West, New Delhi.
		J. N. Parimoo	457-H, New Rajin- der Nagar, New Delhi.
		S. Vasudevan	26/3, Old Rajender Nagar, 1st Floor, New Delhi.
Nav Bharat Times	Hindi	Anand Swarup Jain	Mudgal Bhavan, 23, Daryaganj, Delhi.

1	2	3	4
Nav Bharat Times (<i>Contd.</i>)		Raghuvir Sahai L. P. Singh Srivastava	P-31, South Extn., II, New Delhi. P-32, South Extn., Part II, New Delhi.
Maharashtra Times	Marathi	G. S. Indurkar	23, York Hotel, New Delhi.
Times of India	English	S. Charkravarty	C-34, Defence Co- lony, New Delhi.
Tribune, Ambala	English	S. R. Bahal	76-Pandara Road, New Delhi.
Visalaandhra, Vijayawada	Telugu	Sadhan Mukherjee,	208, North Avenue, New Delhi.
Vishwamitra, Calcutta	Hindi	N. Bhattacharyya	22-Jangpura Extn., New Delhi-14.
Vishal Sahyadri, Poona	Marathi	D. G. Kulkarni	53, Kaka Nagar, New Delhi-11.

IV. REPRESENTATIVES OF FOREIGN NEWSPAPERS

Name of Country	Name of Newspaper	Name of Correspondent	Address.
Burma	Guardian, Rangoon	A. K. Mukerji	33, Dharam Singh Bldg., Daryaganj, Delhi.
Ceylon	Ceylon Daily News, Colombo	P. Ramaswamy	17, Shan Nagar, New Delhi.
Ceylon	Davasa, Colombo	Debabrata Sarkar	14, Cornwallis Road, New Delhi.
Denmark	Information, Copan- hagen	Mrs. Kusum Nair	115-A, Jor Bagh Nursery, New Delhi.
Finland	Helsingin Sonomat, Helsinki	K. N. Menon	29, Sikandra Road Hutments, New Delhi.
France	L'Humanite, Paris	Nikhil Chakravartty	21, Rakab Ganj Road, New Delhi.
France	Le Monde, Paris	Jeen Wetz	189/48, Diplomatic Enclave, New Delhi.

1	2	3	4
Germany (East)	Neues Deutschland, Berlin	Wolfgang Doechnert	159-Jor Bagh, New Delhi.
Germany (West)	Aussenhandelsdienst, Koeln	D. F. Witzel	55/48, Chanakya-puri, Kautilya Marg, 1st floor, New Delhi.
Germany (West)	Nachrichten Fuer Aussenhandel, Koeln	Do	Do
Japan	Asahi Shimbun	Tadashi Nogami	216, Hotel Ambassador, New Delhi.
Japan	Chubu Nippon Shimbun, Nagoya	S. Aoki	L-20, South Estn., II, 1st Floor, New Delhi.
Japan	Japan Times, Tokyo	P. D. Sharma	26, Narindra Place, New Delhi.
Japan	Mainichi Shimbun, Tokyo	Hiroshi Ikegami	133, Jor Bagh, New Delhi.
Japan	Nihon Keizai Shimbun Tokyo	Michio Fuse	122, Jor Bagh, New Delhi.
Japan	Yomiuri Shimbun, Tokyo.	Reijiro Toba	105, Jor Bagh, New Delhi.
Malaya	Straits Times Group, Kuala Lumpur.		
Netherlands	Algemeen Handelsblad, Amsterdam.	S. K. Das	S-IV/477, R. K. Puram, New Delhi
Norway	Aftenposten, Oslo	K. N. Menon	29, Sikandra Road, Hutments, New Delhi.
	Arbeiderbladet, Oslo.	Mrs. Kusum Nair	115-A, Jor Bagh, Nursery, New Delhi.
Pakistan	Dawn, Karachi	Mahbubul Alam	A-118, Defence Colony, 1st Floor; New Delhi.
	Jang, Karachi	Asaf Jilani	28, Raisina Road, Hostel, New Delhi
	Morning News, Karachi & Dacca	N. A. (Tony) Mascarenhas	A-118, Defence Colony, New Delhi.
	Pakistan Observer, Dacca.	Shyam Gopal Roy	99, Kaka Nagar, New Delhi.
	Pakistan Times, Lahore.	M. Aslam Sheikh	A-392 (1st Floor), Defence Colony, New Delhi.

1	2	3	4
Singapore	Tamil Murasu	R. Ramanujam	B-10, Pandara Road, New Delhi.
Switzerland	Neue Zuercher Zeit- ung, Zurich.	Christian Kind	69/48, Diplomatic Enclave, 1st Floor, New Delhi.
	Volksrecht, Zurich	Mrs. Kusum Nair	115-A, Jor Bagh Nursery, New Delhi.
United Kingdom	Daily Mail, London	Shyam Gopal Roy	99, Kaka Nagar, New Delhi.
	Daily Telegraph	Rawle Knox	25, Jor Bagh, New Delhi.
	Daily Worker, London	A. Raghavan	138, Kaka Nagar, New Delhi.
	Financial Times, Lon- don	Sri Krishna	1, Narindra Place, 15, Parliament Street, New Delhi,
	Morning Post, Lon- don	Rawle Knox	25, Jor Bagh. New Delhi.
	Obersver, London	Cyril Dunn	1, Man Singh Road, New Delhi.
	The Times, London	Neville Maxwell	27, Friends Colony, New Delhi.
U.S.A.	Baltimore Sun, Balti- more	Louis R. Rukeyser	145, Golf Links, New Delhi.
		Pran Sabharwal	D-II/89, Pandara Road, New Delhi.
	Christian Science Mon- itor, Boston	S.A. Sabavala	51, Friends Colony. New Delhi.
	Chicago Daily News	Paul Hurmuses	F/21-22, Haus Khas Enclave, New Delhi.
U.S.A.	Life, New York	J. A. Shepherd	182, Kaka Nagar, New Delhi.
	New York Daily News, News, New York	P. C. Jain	2561, Naiwara. Cha- wari Bazar, Delhi.
	New York Times	Thomas Brady	143/48, Diplomatic Enclave, New Delhi.
	Do.	K. Kasturi Rangan	6/17, W. E. A., Karol Bagh, New Delhi-5.
	News Week, New York	R. Ramanujam	B-10, Pandara Road New Delhi.
	Time, New York	Louis Kraar	15/39, Chanakya- puri, New Delhi.
	U.S. News & World Report, Washington	R. N. Ganesh	8/33, W.E.A., Karol Bagh, New Delhi.
	Washington Post	Selig Harrison	55-A, Friends Co- lony, New Delhi.

1	2	3	4
	Washington Star	R. P. Critchfield	55, Golf Links, Room No. 33, New Delhi
U.S.S.R.	Izvestia, Moscow	Y. P. Popov	66, Sunder Nagar, New Delhi.
	Pravda, Moscow	Anatoli A. Kutsenkov	23, Sunder Nagar, New Delhi.
Yugoslavia	Politika, Belgrade	D. Radenkovic	66, Jor Bagh, New Delhi.
	Borba, Belgrade	Dusan Simic	200, Jor Bagh, New Delhi.
	Vjesnik, Zagreb	D. Zelmanovic	C-480, Defence Colony, New Delhi

V. REPRESENTATIVES OF ALL INDIA RADIO

1	2	3
All India Radio	K. G. Ramakrishnan	A-49/D-II, Moti Bagh, New Delhi.
	C. V. Raman	8-A/64, W.E.A., Karol Bagh, New Delhi.
	Mehar Singh	4-D/19, Rajindar Nagar, New Delhi.
	Smt. K. P. Bhanumati	55, Western Court, New Delhi.
	D. V. Gandhi	6/25, East Patel Nagar, New Delhi.
	M. K. Dharmaraja	124, Laxmibai Nagar, New Delhi.
	R. N. Seth	B-2, Pandara Road, New Delhi-11.
	K. K. Sud	16/73, Dr. Joshi Road, Karol Bagh, New Delhi.
	N. S. Bedi	News Services Division, A.I.R., New Delhi.

VI. REPRESENTATIVES OF FOREIGN BROADCASTING AND TELEVISION ORGANISATIONS

1	2	3
British Broadcasting Corporation	Ivor H. Jones	C/o B.B.C. 27, Prithiviraj Road, New Delhi.
Japan Broadcasting Corporation	—	—

1	2	3
National Broadcasting Company, New York.	—	—
North West German Radio	Dr. H. W. Berg	180, Golf Links, New Delhi.
South West German Radio	Dr. H. W. Berg	180, Golf Links, New Delhi.
Soviet Radio & Television, Moscow.	Yuri Solton	D-136, Defence Colony, New Delhi.
Voice of America	Dr. M. Mennard	C/o U.S.I.S. Bhawalpur House, Sikandara Road, New Delhi.
Swiss Radio & Television, Berne.	Mrs. H. N. Diercks	20, Friends Colony, New Delhi.

VII. Cartoonists

Name of Newspaper	Language	Name of Cartoonist	Address
Hindustan Times	English	Rajender Puri,	A-422, Defence Colony New Delhi
Hindusthan Standard	English	P. K. S. Kutty	D-II/58, Pandara Road, New Delhi.
Shanker's Weekly	English	K. Shankar Pillai,	9-Purana Quila Road, New Delhi.
Times of India Group	Weekly English	T. Samuel,	8/14, W. E. A. Karol Bagh, New Delhi.
Patriot, New Delhi	English	L. V. Vijayan,	C-47, Defence Colony, New Delhi.
Cartoonist of long standing		Enver Ahmed,	62-Pandara Road, New Delhi-11.

VIII. Correspondents of Long and Distinguished Service

Name	Address
Durga Das,	2-Tolstoy Lane, New Delhi.
E. Narayanan,	2nd Floor, Link House, Mathura Road, New Delhi.
M. Chalapathi Rau,	56-Western Court, New Delhi.
J. N. Sahni,	15-Ratendon Road, New Delhi.
S. A. Sastri,	10-Narendra Place, New Delhi.
B. Shiva Rao,	85-Lodi Estate, New Delhi.

Government Information Services

Central Government Information Services — 71
State Government Information Services — 105
Foreign Information Offices in India — 121

FIRST IN CIRCULATION

FOREMOST IN NEWS

FEARLESS IN VIEWS

GOMANTAK

(The first Marathi Daily of Goa and Konkan)

Post Box No. 41

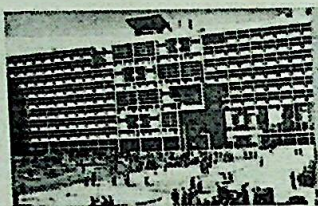
PANJIM — GOA

Largest sales amongst all the newspapers published from
GOA. Enjoys unrivalled popularity among people of all classes.
'GOMANTAK' is a Must Media & the First Choice in Goa.

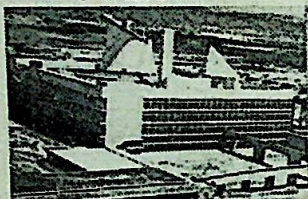
SEE CHANDIGARH

A WONDER IN MODERN ARCHITECTURE

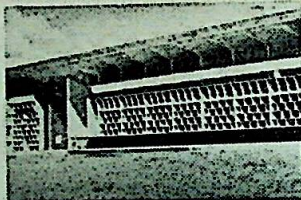
Sun, space and verdure, fashion our body and spirit. Isolated from them, life is cramped and unhappy ... but not so in Chandigarh ... where essentials of Nature have been fully harnessed.



CIVIL SECRETARIAT

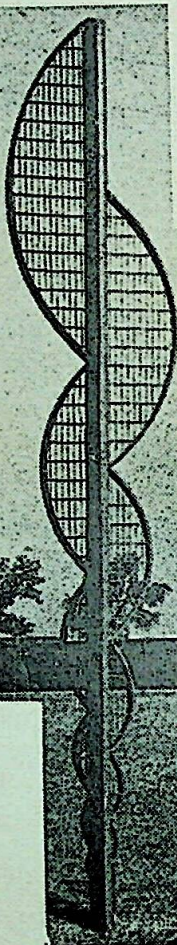


VIDHAN SABHA

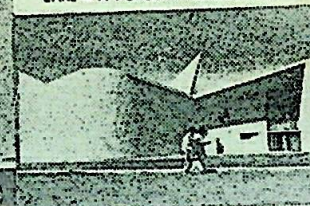


HIGH COURT

Places of Interest :
THE LAKE
HIGH COURT
VIDHAN SABHA
CIVIL SECRETARIAT
ENG. COLLEGE
GANDHI BHAVAN
'VARSIY CAMPUS



LAKE — A POPULAR RENDEZVOUS



GANDHI BHAVAN UNIVERSITY CAMPUS



RESIDENTIAL QUARTERS

Assistance :—

PUNJAB GOVERNMENT TOURIST BUREAU,
CHANDIGARH, phone 1435

Central Government Information Services

General Review

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi.)

The Ministry of Information and Broadcasting functions through a number of constituent units like All India Radio (AIR),* the Press Information Bureau (PIB),* the Films Division,** the Directorate of Advertising and Visual Publicity (DAVP),** the Publications Division,* the Directorate of Field Publicity, and the Song and Drama Division. The last two units are generally concerned with publicising the Plan, and the others normally operate as channels for publicising Government policies and activities. The Registrar of Newspapers for India, the Board of Film Censors, the Film Institute, the Research and Reference Division and the Photo Division also form part of the Ministry.

The services of the Media Units are rendered to the various Ministries and Departments of the Central Government as well as to organisations like the Central Social Welfare Board and the All India Handloom Board. The Media Units operate throughout the country either through regional offices or through mobile units. They also provide liaison with State Governments and their organisations.

PUBLICITY IN CONNECTION WITH THE EMERGENCY

Publicity measures taken by the Ministry of Information and Broadcasting to meet the situation arising as a result of the Chinese aggression (and Pakistani propaganda) were explained in the previous report. The Media Units have continued to work on the lines indicated therein and have taken the following steps to extend and intensify publicity during the Emergency.

General

The All India Newspaper Editors Conference has set up an Emergency Press Advisory Committee to assist the Government in securing the co-operation of the Press in the observance of the provisions of the Defence of India Rules during the Emergency. Similar committees have been or are being set up in the States also.

During the year, the Principal Information Officer continued to discharge the responsibilities of the Chief Press Adviser also. In this capacity, he arranged for the scrutiny of all English and Indian language papers with a circulation of above 10,000 with a view to finding out if any material prejudicial to the security of India was being published. He brought items of this nature and particularly those as warranted action under the Defence of India Rules to the notice of the Central Emergency Press Advisory Committee for advice. He maintained liaison, through the Press Information Bureau's Regional Offices, with the State Governments regarding Press advising work in respect of papers with circulation below 10,000.

The Chinese and Pakistani propaganda and the steps taken to counteract it are continuously reviewed by the Press and Publicity Group set up in 1962 with a view to indicating further lines of publicity, where necessary.

All India Radio

To provide better reception and also to improve the quality of programmes in the border areas, the following further steps were taken:

* for details see Part I, Section 2 below.

** for details see Part II, Section 1 below.

- (i) A 1-kilowatt medium-wave transmitter has been set up at Imphal;
- (ii) A 50-kilowatt medium-wave transmitter has been set up at Gauhati;
- (iii) A 1-kilowatt medium-wave broadcasting station has been set up at Kohima;
- (iv) Two mobile transmitters were made available to Gauhati Station. They will be commissioned as and when the situation demands their use;
- (v) A 20-kilowatt short-wave transmitter has been installed at Kurseong. This station is relaying daily an additional 15-minute Tibetan service, broadcast from Delhi;
- (vi) The Lucknow and Patna Stations of All India Radio are already catering to the broadcasting needs of the areas of U.P. and Bihar bordering Nepal;
- (vii) A 20-kilowatt medium-wave transmitter has been set up at Srinagar. An additional programme in Ladakhi has been introduced from the Srinagar Station;
- (viii) Two additional 50-kilowatt short-wave transmitters have been added at Delhi to augment the transmitter strength of AIR. A special news bulletin commentary has been introduced from Delhi to be relayed by Gauhati;
- (ix) Four correspondents have been posted in Assam.

Arrangements have been made for the supply of 26,095 community listening sets to States and Union Territories. With the completion of this supply 1,11,964 sets would have been supplied under the Ministry of Information and Broadcasting scheme to States and Union Territories. In the matter of actual supplies, border areas have been given high priority. Another 19,661 sets have been allocated to States and Union Territories for 1964-65.

On the recommendation of the Public Relations Committee of the National Defence Council, all Stations of All India Radio started playing the National

Anthem at the end of their day's transmission from March 3, 1963.

Press Information Bureau

The material released by the Emergency Unit of the Press Information Bureau is translated by the Bureau's Regional and Branch Offices into major Indian languages and its distribution all over the country is also arranged through these offices.

The subjects in the Unit's service cover a wide range including all aspects of the border conflict, India's stand for peace, motives behind the Chinese attack, Chinese double-facedness, life inside China, world support to India against China, the contribution of the people in defence effort, India's relations with Afro-Asian countries, China's expansionism and its danger to Asia, the nuclear explosion by China and so on.

For the benefit of newspaper editors, the Unit continued running the services "Background Notes", which give complete factual information on subjects of interest in the context of the Sino-Indian dispute, and "Current Topics" which supply information on topics of current interest. A new service, "Spotlight on China", highlighting the sufferings of the Chinese people under the Peking regime, was started during the year. A special daily service to newspapers in Jammu and Kashmir State was also started during the year. Items of interest to papers in that State, relating to the Sino-Indian dispute and conditions inside China were included in the service.

The Bureau keeps a day-to-day watch on Chinese and Pakistani propaganda in the press and on the Radio in the context of the Sino-Indian dispute, and counters are issued wherever necessary in consultation with the External Affairs Ministry. A special feature of the Bureau's counter-propaganda drive has been to lift comments favourable to India in the foreign Press and to release them to papers in India.

In addition to written material, publicity has also been undertaken through the medium of photographs and plastic ebonoid blocks. While the photographs are sent to leading and middle-rank newspapers, ebonoid blocks, which are

ready for use, have been supplied to about 1,500 second and third-line newspapers in all the major Indian languages.

In pursuance of the recommendations of the Conference of the State Ministers and Directors of Information held in March 1964, a watch is being kept on public opinion as reflected in Indian papers.

Films Division

The weekly newsreel continued to be reoriented to meet the needs of the Emergency.

Quickies and documentaries on different aspects of the Emergency were provided and distributed to cinema houses and Central and State mobile vans. A film on Tibet entitled "All Under Heaven by Force", produced by a private producer was taken over and released by the Films Division. A short film "It Happened On A Saturday", on our case on the India-China border, was produced for exhibition on TV circuits abroad. Another film on the subject has been produced through a private producer under the title "The Great Betrayal".

A film entitled "A Reminder" based on Mr. Jawaharlal Nehru's speeches on national solidarity in the face of aggression was produced and released. Copies of the film showing the National Flag with a sound track of the National Anthem continued to be supplied to cinema houses. Another film is being produced on the significance of the National Flag and the National Anthem and the necessity of maintaining decorum whenever the National Anthem is sung.

Directorate of Advertising and Visual Publicity

In addition to free Press advertisements a number of paid advertisements relating to the Emergency and the defence effort have been issued. A large number of posters, display cards, folders, brochures, cinema slides, etc., relating to the defence effort were produced and freely distributed.

Copies of the slides showing the National Flag with a recorded version of the Na-

tional Anthem continued to be supplied at a moderate price to cinema exhibitors.

Exhibitions depicting the nation's growing preparedness in various fields of endeavour were organised under the title "The Nation Prepares". A number of exhibitions on "Jawaharlal Nehru's Vision and our Goal" were arranged. These exhibitions, besides being a homage to Jawaharlal Nehru, also underscored his message to the nation for national discipline and concerted action.

A multi-media campaign was launched to publicise widely the important policy statements contained in Prime Minister Lal Bahadur Shastri's broadcast to the nation on June 11, 1964, covering national unity and integration, national preparedness and the great task that faces the nation.

Publications Division

Twenty-nine pamphlets were brought out on Emergency themes and over 34 lakh assorted copies thereof in modern Indian languages and some foreign languages were produced and widely distributed. Of these, over 2.70 lakh assorted copies were sold.

A large number of these pamphlets in English were distributed abroad through our missions. The pamphlet "China's Betrayal of India" was published in French, German and Spanish.

Directorate of Field Publicity

Talking Points on important subjects having a bearing on the Emergency have been issued by the Directorate for use by Field Officers. Forty series of these Talking Points have been issued so far. In addition, special guidance has been issued on publicity on different aspects of the Emergency. Material for countering Chinese and Pakistani propaganda has been occasionally issued to the Field staff. The Bharat Sevak Samaj has printed some of the Talking Points in the form of pamphlets for wide distribution to their workers throughout the country.

The Talking Points were also issued in the form of booklets under the titles "The Nation Prepares" and "India Prepares", and distributed widely to Members of Parliament, Members

WELCOME:

TO ANDHRA PRADESH

A land rich in her traditions, Andhra Pradesh presents an image of a colourful people, historical monuments and temples.

If you need guidance, contact the State Government Tourist Offices at:—

Hyderabad, Warangal, Visakhapatnam & Tirupati.

Issued by the Director of Information and Public Relations, Hyderabad.

of State Legislatures, colleges, officials of the Ministries of External Affairs, Defence, Home Affairs, important non-official organisations, libraries and Information Centres.

Special campaigns to publicise various measures taken by the Government to prepare the nation during the Emergency included subjects like the Plan as an essential part of defence, village volunteer force, the maintenance of the price line, guidance to people in regard to the food situation, people's role in the Emergency and the role of the different sections of population, for example, industrial labour, traders, business, farmers, women, students, etc.

The Directorate has been participating in a special campaign for enlisting the co-operation of the student community in the national defence effort through the Rs. 24-lakh scheme that is being jointly operated by the Planning Commission, the University Grants Commission and the Directorate of N.C.C. of the Ministry of Defence, for construction of 1,000 shooting ranges in the Universities and colleges of India.

Publicity in the border areas of the country with the existing resources of the Directorate has been intensified. In addition, a scheme for wider publicity in the different border areas is under consideration of the Government. For our troops in the border areas, special publicity programmes continued to be given in consultation with the army authorities. These programmes include films on the Emergency, national preparedness and national defence effort along with entertainment and cultural programmes like national songs, *Qawali* programmes, dance-dramas, etc.

To impart a sense of urgency amongst Field Publicity personnel and to provide them necessary orientation in their outlook and approach, orientation training camps of Field Publicity Officers have been initiated. The information personnel of the State Governments are also invited to these camps. Two such camps were held at Poona and Nanital during the year. The latter camp was devoted exclusively to the consideration of the approach, contents and techniques of publicity for the border areas of the country. Officers from all the States

and the Centrally administered areas having international land borders, participated along with the officers of the Central Government.

Song and Drama Division

Eight pamphlets containing inspirational and patriotic songs in Hindi by eminent poets have been produced by the Division. These pamphlets have been widely distributed to the State Governments and Union Territories for extensive use by small song parties.

The play "Dharmshala" has been given an anti-aggression complexion. Another play "Telephone Operator" based on incidents on the NEFA border is to be shortly produced. Ballet "Krishna Leela" prepared by the troupe, Natya Ballet Centre of Bharatiya Natya Sangh, Delhi, has been specifically modified to convey the message—"Do your duty without yearning for the fruits thereof". The play "Kohi-Noor Ka Lutera" has been staged 93 times. In all, 1,086 performances have so far been given in different parts of the country.

COMMITTEE ON BROADCASTING AND INFORMATION MEDIA

In pursuance of the policy statement made by the Minister of Information and Broadcasting in the Lok Sabha in September 1964, a Committee on Broadcasting and Information Media was set up on December 4, 1964. The Committee is headed by Mr. A. K. Chanda, formerly Comptroller and Auditor-General of India, and consists of the following ten members, including the Chairman: Mr. Ashok Chanda (*Chairman*), Mr. Nath Pai, M.P., Mr. M. S. Gurupadaswamy, M.P., Dr. L. M. Singhvi, M.P., Smt. Kamala Chaudhri, M.P., Mr. V. C. Shukla, M.P., Mr. Hasan Zaheer, Mr. Asok Mitra, Mr. M. Chalapathi Rau and Dr. Hazari Prasad Dwivedi.

The Committee will evaluate the present working of the various Media Units of the Ministry of Information and Broadcasting and suggest measures for improvement on a long-term and short-term basis. The Committee will also determine the desirability and feasibility of instituting a system of co-ordinating

all governmental activities in mass communication and specifying what form such co-ordination should take.

The Committee will consult experts in different fields of mass communication, where necessary.

The Committee is expected to submit its report to the Government as soon as possible.

STUDY TEAM ON FIVE-YEAR PLAN PUBLICITY

A Study Team was set up in April 1963 to make a detailed study of the impact of the measures taken to publicise the Plan and to report to the Government about the steps which should be taken for the better utilisation of the existing staff and resources. Its report was received by the Government on August 29, 1964.

The Study Team stated that the impact of radio programmes has been impressive, direct and decisive, and made certain suggestions with which the Ministry has agreed. The suggestions are:

- (1) the AIR is a spokesman of the Government but has also a moral obligation to serve as the voice of the people;
- (2) the Radio Rural Forum programmes should have top priority;
- (3) the duration of rural programmes should be increased and their timings fixed according to regional and seasonal requirements; and
- (4) in publicity programmes emphasis shall be laid on the needs of rural areas.

Also, funds permitting, the Press Information Bureau will do its best, as recommended by the Team, to increase the number of tours of correspondents of metropolitan and sub-metropolitan papers, to provide them with fortnightly digests of news, background material and a reference service. It will also provide for the non-metropolitan papers, a special photo-cum-feature service, mailing of suitable Government literature to correspondents in cities and districts, a periodical round-up on the Plan and its progress and a photo panel service for Sunday magazine sections. The

other recommendations of the Study Team are under active consideration of the Government.

INSTITUTE OF MASS COMMUNICATION

In March 1962, in consultation with the Planning Commission, the Ford Foundation were requested to arrange for a team of experts to examine the question of setting up an Institute of Mass Communication for the training of personnel. The report furnished by the Team was examined by the Ministry in consultation with the Ministries of Education, Health, Community, Development, Food and Agriculture and External Affairs; and the basic recommendation of the Team, that an institute for advanced study in mass communication with responsibilities for training, research, consultation and reference service should be established in India, has been accepted in principle. All preliminaries in this regard are being examined and it was hoped that it will be possible to establish the proposed centre by the middle of 1965.

PHOTO DIVISION

The Photo Division is primarily a production unit which caters for the demand for photographs by the Media Units of the Ministry as well as the Department of Tourism and the External Publicity Division. The Division also supplies photographs, under the pricing scheme, to other Ministries and Departments and also to non-publicity organisations and the public.

During the period from January 1 to March 31, 1964, the Division covered 845 news and features assignments. During the period from April 1 to December 31, 1964, 2,227 news and features assignments were undertaken; 165 assignments in colour were also covered during the year.

The Division prepared large-size black and white and colour enlargements and colour transparencies for the Indian pavilion put up by the Ministry of International Trade in the New York World's Fair.

Extensive coverage of the funeral procession of late Prime Minister Jawaharlal

Nehru, was made. The immersion and ashes scattering ceremonies in different parts of the country were also covered. In this connection more than 30,000 photographs were prepared for release to the Press through the P.I.B. Large-size photographs of the late Prime Minister were also prepared for the exhibition "Jawaharlal Nehru—Our Vision and Goal" organised by the D.A.V.P. Photographs for the tourist exhibition in Bombay during November and December were also prepared by the Division.

During the year, extensive photo coverage of the goodwill visits of the Minister for External Affairs to Nepal, Burma and Ceylon was undertaken, by the photographers of the Division.

The visits of the Prime Minister and the Minister for External Affairs to Cairo to attend the Second Conference of Non-aligned Nations were also covered.

As usual the visits of foreign dignitaries to this country were covered by photographers of the Division. Important of these were the visits of: (1) Delegation of the Council of Ministers of the G.D.R.; (2) The Soviet Parliamentary Delegation; (3) H.E. The President of Iraq; (4) The Crown Prince and Prime Minister of Kuwait; (5) The President of Sudan; (6) The Australian Parliamentary Delegation; (7) The Ceylon Prime Minister; and (8) His Holiness Pope Paul VI. Among other important assignments covered during the year were the Eucharistic Congress in Bombay and the Exposition of the Sacred Relics of Saint Francis Xavier in Goa.

During the year under review, feature coverage of different States, viz., Jammu and Kashmir, Madhya Pradesh, Andhra Pradesh, Madras, Goa and Kerala was made for tourist publicity.

Training in photography was imparted to a candidate from the Andaman and Nicobar Administration.

Giant size black and white and colour enlargements were prepared under the pricing scheme for the Atomic Energy Commission for display at the Geneva Exhibition. Large-size enlargements have also been supplied to the Indian Council of Trade Fairs and Exhibitions,

in connection with their participation in the Bangkok International Trade Fair and the Leipzig Jubilee Fair.

During 1965, it is proposed to start the production of picture post-cards on a mass scale after the receipt of the Mafi Sarvomat printer. A small pilot section is proposed to be set up for the production of motion picture films for television programmes. Work on the production of filmstrips for Plan Publicity and for educational purposes is also expected to be undertaken during 1965.

PRESS CONSULTATIVE COMMITTEE

The Press Consultative Committee, which was set up to bring about a closer liaison between the Government and the Press on matters of common interest was abolished in September 1964 on the expiry of its two-year term.

ENQUIRY COMMITTEE ON SMALL NEWSPAPERS

By a resolution dated May 12, 1964, an Enquiry Committee on Small Newspapers has been set up, with Mr. R. R. Diwakar, M.P., as Chairman, Mr. A. D. Mani, M.P., as Vice-Chairman and seven other members including the Presidents of the Indian Languages Newspapers Association and the Advertising Agencies Association of India. The terms of reference of the Committee are to enquire into the present conditions of small newspapers and periodicals in the country and to make recommendations on the steps to be taken by the Government for the development of such newspapers. The Committee, which was initially required to submit its report within six months, has been granted extension of time' at its request, up to August 11, 1965, for the submission of its report.

NEWSPRINT ADVISORY COMMITTEE

By a resolution dated July 29, 1964, an Advisory Committee has been set up, in pursuance of a recommendation of the Estimates Committee, to advise the Government on questions of policy regarding the import and allocation of newsprint and printing machinery for newspapers and other cognate matters.

Visit

HIMACHAL PRADESH

For

boating

fishing

trekking

golfing

skiing

and

sight-seeing

Please Contact :

**TOURIST INFORMATION OFFICE,
HIMACHAL PRADESH, THE MALL, SIMLA**

The Committee consists of the Deputy Minister for Information and Broadcasting as Chairman, six officials, three nominees of the Indian Languages Newspapers Association and five other non-officials nominated by the Government. The Committee will ordinarily meet twice a year.

PRESS REGISTRAR

During the year, the Registrar of Newspapers submitted his eighth Annual Report to the Government. It was presented to Parliament on September 7, 1964. (For extracts from this report see Part I Section I above.)

Verification of Circulation Claims

Work relating to the verification of circulation claims was further intensified in the current year and repeated checks were carried out at various centres of publication. Up to the end of December 1964, the Circulation Officers visited 30 centres and checked the circulation of 484 papers. Discrepancies of a major nature were observed in about 181 cases. The circulation claims by newspapers were in consequence reduced by 12,18,389 copies and an approximate national saving of Rs. 23,66,000 in foreign exchange was effected during April-December 1964. To further intensify the circulation probe, one more Circulation Officer is being appointed shortly.

Annual Statements

By the time the report for the year was prepared the number of annual statements received in respect of the year 1963 was 6,039. Subsequently, 829 more annual statements were received; 2,882 newspapers had thus not supplied annual statements. Show-cause notices have been issued to all these defaulting publishers.

In response to these notices, 1,157 publishers supplied the required statements. Information in respect of 362 newspapers showed that they had ceased publication. Notices were received back undelivered in 273 cases.

Supply for Copies

In 1963, 5,065 newspapers were found to be irregular in supplying copies to the Press Registrar. As a result of reminders and show-cause notices issued to their publishers under Section 16B of the Act, it was found that 278 newspapers had ceased publication. Their names were, therefore, removed from the Press Registrar's records.

Action Against Defaulting Publishers

During 1964, 19 complaints against the publishers of newspapers were filed in the court of a Delhi Magistrate for non-supply of annual statements for the year 1962. Eighteen cases including 16 pending in the court at the end of 1963 were decided during the year 1964. The publishers of 17 newspapers were found guilty by the court and a total fine of Rs. 635 was realised from them. Seventeen cases remained in the court at the end of 1964.

Declarations and References from Magistrates

During 1963, 6,650 authenticated declarations in respect of printers and publishers of 4,824 newspapers were received by the Press Registrar from magistrates all over the country. The number of such declarations has shown a progressive increase from year to year, commencing from 1957.

During 1963, magistrates referred titles for 5,922 proposed newspapers to the Press Registrar for advice as to their availability. This shows a slight increase in the number of newspapers verified in 1962.

Press Information Bureau (PIB)

Akashvani Bhavan, Parliament Street, New Delhi

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi.)

There was all-round expansion in the volume of work and the sphere of activities of the Press Information Bureau during the year under review. While

the pressure of work on account of the Emergency continued, this year the Bureau was required to tackle some difficult assignments at short notice, chief of them being the coverage of the death of Prime Minister Mr. Jawaharlal Nehru, and the visit of His Holiness Pope Paul VI to India.

Prompt and wide publicity was given to the measures taken by the Government from time to time to rush food supplies to deficit pockets and to arrange larger issues of cheaper grains through a network of fair price shops.

Among the items publicised by various Departmental Publicity Officers of the Bureau were the rehabilitation of refugees from East Pakistan, the fully vested Taj Express run for the benefit of tourists to Agra, the International Orientalists' Conference, the Centrally-sponsored scheme of consumer co-operative stores and the role these co-operatives could play in arresting the rise in prices.

National Emergency Publicity

The National Emergency Division of the Press Information Bureau continued its publicity and counter-propaganda services in relation to the Emergency and the Chinese threat. A new service started during the year "Spotlight on China" highlighting the hardships of the Chinese people under the Peking regime, was found to be very popular with the Press. A special daily service to newspapers in Jammu and Kashmir State was also begun during the year. Items of interest to papers in that State, relating to the Sino-Indian dispute and conditions inside China, were included in the service.

Apart from the usual special articles and hand-outs on the Sino-Indian dispute, conditions inside China and China's relations with Afro-Asian countries, background notes on Sino-Indian disputes, Colombo proposals, India's efforts for a peaceful settlement, etc., were also prepared by the Division and issued to the Press.

In order to conduct co-ordinated and effective publicity, the Kashmir and National Integration Unit was reorganised as the Pakistan and Kashmir Cell

of the National Emergency Division during the year. The Cell sought to project the peaceful, secular and progressive image of India in other countries; to clarify and correctly interpret Government's policies towards Pakistan to counter false and irresponsible propaganda from Pakistan; and to spotlight the progress made in Kashmir since its accession to India. The Cell also attended to queries from newspapers and news agencies and supplied background material on request.

All the material issued by the Emergency Division was translated into regional languages and released to language papers in various parts of the country. The Division's releases were also utilised by All India Radio, the External Publicity Division and various Media Units of the Information and Broadcasting Ministry.

The number of releases issued by the Emergency Division during the year was 515, the total wordage being 2,45,995. During the year seven background notes and 25 notes on current topics were also issued.

Defence Publicity

There was all-round expansion in the activities of the Armed Forces Information Office during the year so as to give wide publicity to the three Services, the Defence Production Department and the Inter-Service Organisations. More than 1,200 press releases were issued until December 31, 1964 as against 1,100 during the same period in the previous year. The number of illustrated feature articles issued to the Press rose from 91 in the previous year to 122 this year. Nearly 230 newspaper editors, Indian and Foreign press correspondents and cameramen were conducted on press tours to defence establishments and forward areas as against 150 last year. Assistance was given to the National Broadcasting Corporation for producing a documentary film 'Jawan' for TV in the U.S.A.

The broadcast of personal messages by jawans serving in the forward areas to their families was continued. The Forces programme broadcast from Delhi was made more attractive.

Accreditation

On December 31, 1964 the number of correspondents accredited at the Government of India headquarters stood at 250 as against 227 and 156 respectively on the same date in 1963 and 1956. Of these 250 correspondents, 80 represented foreign news organisations; 8 represented both Indian and foreign organisations while the remainder represented Indian organisations. Altogether, a total of 192 news agencies, newspapers, broadcasting and television organisations in India and 21 foreign countries had accredited correspondents resident in Delhi at the end of 1964.

On December 31, 1964 there were 39 cameramen (still, movie and television) accredited at the headquarters of the Government of India as against 37 on the same date in the previous year. Together these cameramen represented 19 Indian newspapers and photo agencies and 24 foreign newspapers, photo agencies and movie and television organisations.

Conducted Tours

During the year under review, the Press Information Bureau organised two conducted press tours. One was to Garo Hills in Assam, some border check-posts in West Bengal and Mana Camp in Madhya Pradesh to acquaint pressmen with the situation arising out of the mass migration of refugees from East Pakistan, and the other to defence establishments in Uttar Pradesh. The Bureau also provided and arranged all the logistics for the press tour from Madras to Neyveli on behalf of the Neyveli Lignite Corporation and another from Delhi to Srinagar on behalf of the Department of Tourism. The expenses of both these tours were borne by the sponsors.

Pictorial Service

The Photo and Feature Unit of the Bureau is responsible for arranging photo coverage of important events and distributing news and feature photographs to the Press in order to supplement textual material. Photographic requirements of the External Publicity Division of the Ministry of External Affairs and the Indian missions abroad are also met.

During the year under review, the number of assignments covered was 2,352 and a total number of 1,85,255 prints of 2,359 news photographs was released to the Press. Besides, 52,169 prints including 1,713 enlargements were supplied to Indian newspapers etc., against 2,678 requests. Nearly 6,000 prints were supplied to the Ministry of Community Development.

A major assignment covered during the year was the sad demise of Mr. Jawaharlal Nehru. The photographs released on the occasion not only related to the event itself but to various aspects of Mr. Nehru's life. About 30,000 such prints were issued. An additional 10,000 prints were distributed to newspapers on the occasion of Mr. Nehru's 75th birth anniversary.

Information and Feature Services

The Bureau's information services are distributed to about 4,329 Indian newspapers and periodicals. As many as 65,275 press releases (13,665 in English, 6,773 in Hindi and 44,877 in eleven other languages) were issued to the recipients from Delhi and 19 other centres. The total number of blue books and other Government publications distributed to newspapers was 526.

The news services of the Bureau are supported by feature articles, of which 384 were issued during the year including 176 illustrated with 45,030 prints of 597 photographs.

Ebonoid Service

For newspapers which cannot afford blocks or command such facilities the illustration was done with ebonoid plastic blocks. Nearly 17,338 ebonoid blocks were released to meet the demand of about 1,100 recipients during the year in addition to 16,700 blocks issued with 11 feature articles.

Press Clipping Unit

About 28,77,245 clippings were made from 94 Indian and Pakistani newspapers and periodicals and supplied to the concerned Ministries and Departments according to classification lists as against 19,80,000 clippings supplied last year.

The number of newspapers for clippings purposes was raised from 255 to 260.

With the compliments

of

OIL INDIA LIMITED

(A 50:50 joint partnership concern of The Government of India & The Burmah Oil Company, concerned with the development of indigenous sources of crude oil in Assam and its transport through a long pipeline to the refineries in the Public Sector at Gauhati, Assam and Barauni, Bihar.)

On an average, 260 copies of all important newspapers and periodicals, etc., were clipped every day. About 6,000 clippings were made and supplied to all Ministries besides 2,500 clippings which were classified and recorded.

About 1,741 requisitions as against 700 in 1963 were met by this Unit. About 50 special sets dealing with important events were prepared by the Unit this year as against 20 in 1963.

Press and Public Reaction Analysis

A condensed analysis of press comments pertaining to the policies of different Ministries of the Government of India continued to be issued daily after studying editorials, shorts comments, special stories, articles and letters to the editors appearing in all important English and Indian language dailies. In addition, a weekly analysis containing a summary of comments appearing in important economic weeklies was also prepared. Similarly another weekly analysis containing summary of comments in some of the important national weeklies was prepared. These services were supplied to about 175 officials of the Government of India besides Indian missions in foreign countries through the Ministry of External Affairs.

Public Opinion Analysis Unit

The main function of the Public Opinion Analysis Unit is to analyse public opinion on governmental policies and measures relating to social and economic development covered by the Plan. This is intended to assist the Committee for Direction and Co-ordination in Plan Publicity in formulating directives for the guidance of information personnel engaged in Plan Publicity.

From January to December 1964, the Unit produced 13 analysis reports on subjects such as the food problem, newsprint policy, rising prices, gold control etc. These reports are meant for official use only and are sent to the Planning Commission and concerned Ministries and Departments.

Hindi Services

In order to render maximum service to Hindi newspapers, the Hindi Unit at the headquarters is linked with branch offices

at Lucknow, Patna, Varanasi, Jaipur and Bhopl by Hindi teleprinters. There is also a Hindi section at the Calcutta office to serve local Hindi papers.

During the year, the Unit at the headquarters issued 5,487 Hindi releases, including 374 feature articles out of which 78 features were written originally in Hindi.

As many as 38 dailies and 30 periodicals in Hindi are studied daily to keep the Ministries informed of reactions in the Hindi Press to Government policies. The number of Ministries and Departments regularly receiving Hindi clippings increased from 24 to 34. During the year 33,261 clippings were provided.

Urdu Unit

The Urdu Unit at the headquarters issued 5,610 releases, including 372 feature articles during the year out of which 15 features were written originally in Urdu. The Unit at the headquarters has 467 recipients on its mailing list. In addition, the Jullundur, Srinagar and Hyderabad offices translate news items sent to them by teleprinter and issue them to Urdu newspapers and periodicals in their regions.

Press Facilities

The Bureau made elaborate press arrangements for the coverage of the funeral and other ceremonies for the late Prime Minister, Mr. Jawaharlal Nehru. Temporary accreditation was given to a number of foreign correspondents and cameramen who flew to Delhi specially for the occasion. Special transport and other arrangements were made to enable pressmen to follow the procession carrying the ashes to the New Delhi Railway Station on their way to Allahabad. Arrangements were also made for pressmen to cover the immersion ceremony at Allahabad.

Another major event which evoked the interest of the Indian and world press was the visit of His Holiness Pope Paul VI to attend the 38th Session of the International Eucharistic Congress in Bombay.

Five hundred and eighty correspondents and cameramen including 157 foreign correspondents and 172 foreign camera-

men—the largest number so far to cover any VIP's visit—were given facilities for coverage of the four-day visit of Pope Paul VI by a special team of officers and staff from the Press Information Bureau.

The Bureau assisted the Government of Goa, Daman and Diu in making press arrangements in connection with the exposition of the body of St. Xavier at Panjim.

The usual facilities were arranged for a large number of other VIP's who visited the country.

Press Conferences and Briefings

The Bureau arranged 56 formal press conferences and press briefings for Ministers and other high officials in Delhi in addition to the 239 arranged by Regional and Branch offices.

Special briefings were held daily during the Prime Minister's illness in June-July 1964.

Conferences and Seminars

The Bureau not only covered conferences, meetings and seminars, etc., held by the Government of India, but also gave necessary assistance to the secretaries of international conferences held in India by arranging wide publicity for the proceedings and conclusions. Among these international conferences were:

1. International Conference of Orientalists.

2. East and West Conference of the World Association of Girl Guides and Girl Scouts.
3. Convention of International Federation of Women Lawyers.
4. XXII International Geological Congress.
5. East West Marine Conference.

Information Centres

As in the past, the Bureau continued to issue a fortnightly exhibition panel service for Information Centres run by the Union and State Governments. During the year 11 fortnightly sets along with 5,237 prints of 82 photographs were released.

Two new Information Centres, one at Vijayawada in Andhra Pradesh and another at Hubli in Mysore, were opened during the year, bringing the total to 21. Out of these, 18 Information Centres are run by the State Governments concerned in collaboration with the Government of India on 50:50 cost-sharing basis. These Centres are situated at State Capitals and important towns, viz., Bombay and Nagpur (Maharashtra-2); Hyderabad and Vijayawada (Andhra Pradesh-2); Bhopal and Indore (Madhya Pradesh-2); Rajkot (Gujarat-1); Patna (Bihar-1); Madurai and Madras (Madras-2); Trivandrum (Kerala-1); Shillong (Assam-1); Lucknow (U.P.-1); Bhubaneswar (Orissa-1); Jaipur and Ajmer (Rajasthan-2); and Bangalore and Hubli (Mysore-2). Throughout the year these centres continued to attract a large number of visitors.

"INDIA LIVES IN ITS VILLAGES"

Bapuji.

Khadi and Village Industries aim at emancipation of the Weaker Sections of Rural India.

Khadi Board provides gainful employment to about 150 thousand people at an outlay of Rs. 134 lakhs.

Encourage Khadi and Village Industries products to help your needy neighbour.

A.P. Khadi and Village Industries Board, Kachiguda, Hyderabad.

Information Officers

Press Information Bureau, Government of India
Akashvani Bhawan, Parliament Street, New Delhi-1

(as on November 23, 1964)

Officer	Charge	Home Address
1	2	3
Principal Information Officer and Chief Press Adviser;		
L. R. Nair		C-1/1, Hardinge Avenue, New Delhi.
Deputy Principal Information Officers		
C. L. Bhardwaj	Min. of Food & Agriculture	C-II/53, Wellesley Road, New Delhi.
H. J. D'Penha	Publicity Coordination at Headquarters & Regional Offices; Language Services; Infmn. Centres; Press Analysis Services; C.I.S.; Supervision of Desk, Photo, Feature & Press Clippings Services; Administration.	84, Rabindra Nagar, New Delhi.
G. Govindan	Min. of C.D. & Cooperation.	69, Bharati Nagar, New Delhi.
Madan Gopal	National Emergency Division.	D-II, A-5, Moti Bagh, New Delhi.
B. Mukhopadhyay	Min. of Railways	173, D.J. Dip. Enclave, New Delhi.
H. C. Saraswat (on leave)	National Emergency Dn.; Press Advising Unit; National Integration Unit; Kashmir Unit.	8-B, Irwin Road, New Delhi.
N. Sethi	PM's Sectt; Cabinet Sectt; Atomic Energy Deptt; Liaison with Rashtrapati Bhavan; Vice-President's House; E.A. Min; Press Relations Service; Conducted Tours; Public Opinion Analysis.	14, Bharati Nagar, New Delhi.

1	2	3
Information Officers		
Ashokaji	Hindi Publicity	D-II/324, Vinay Marg, New Delhi.
J. N. Azad	Urdu Publicity	D-I/219, Chanakyapuri, New Delhi.
V. Bhanumurti	Min. of Food & Agriculture	S. III/1046, R. K. Puram, New Delhi.
B. R. Bowry	Min. of Education and Min. of Information & Broadcasting and Deptt. of Parliamentary Affairs.	5/21, W.E.A., Karol Bagh, New Delhi.
L. Y. Chandoke	Mins. of Labour & Employment and Petroleum & Chemicals	III/H/20, Lajpat Nagar, New Delhi.
R. N. Chatterjee	Min. of C.D. & Cooperation.	B-36, Moti Bagh-I, New Delhi.
R. C. Dey	—	—
R. P. Dhamija	Central Warehousing Corporation	51-A, Nizamuddin East New Delhi.
S. N. Dhar	Deptt. of Communications	23, Barakhamba Lane, New Delhi.
V. F. D'Souza	Min. of Rehabilitation	287, Vinay Marg, New Delhi.
S. R. Gupta	Planning Commission	D.I/35 Satya Marg, New Delhi.
Pratap Kapur	Photo Publicity, Feature & Ebonoid Unit	D-II, 319, Vinay Marg New Delhi.
R. N. Mahadevan	Min. of Law & Deptt. of Social Security; Min. of I. & S.	8/17, Ground Floor, W.E.A. Karol Bagh, New Delhi.
R. Raina	Mins. of W & H and Steel & Mines	15, Cornwallis Road, New Delhi.
P. K. Ramanujam	Min. of Finance	349-D/II, Pandara Road New Delhi.
T. A. Ramiah	Press Facilities	A-14, Netaji Nagar, New Delhi.
P. Sanatanan	Min. of Commerce	D-II/64, Pandara Road, New Delhi.
G. D. Sharma	Desk	...

1	2	3
G. P. Singh	Research Officer	
V. B. Sinha	Features	186-188, Khyber Pass, Officers' Mess, Alipur Road, Delhi.
S. Sowmianarayanan	National Emergency	C-164, E Type Qrs. Moti Bagh (South), New Delhi.
M. V. Subramanyam	Min. of Irrigation and Power	Sector III, No. 640, R. K. Puram, New Delhi.
U. C. Tiwari	Min. of Home Affairs	D-II/A-69, Moti Bagh, New Delhi.
G. Trivedi	Mins. of Transport & Civil Aviation.	54, Ashoka Road, New Delhi.
Vishnu Datt (Mrs.)	Min. of Health	83, Kaka Nagar, New Delhi.
A. J. Zaidi	National Emergency	C-II/32, Moti Bagh, New Delhi.

Regional Branch Offices

EASTERN WING, AIR BUILDING, EDEN GARDENS, CALCUTTA

B. P. Mathur	Deputy Principal Information Officer	50-A, Central Govt. Officers Flats, Alipur Rd., Calcutta.
--------------	---	---

UNITED INDIA BUILDING, SIR P. M. ROAD, BOMBAY-1

P. D. Murti	Deputy Principal Information Officer	Block No. 3, Flat No. 5, Brady's Flats, Soh- rab Bharucha Road, Bombay-5
S. N. Joshi	Information Officer	Dixit Niwas, Shivaji Park, Bombay-28.

122 MOUNT ROAD, MADRAS-6

V. B. Prasad	Deputy Principal Information Officer	26, Lakshmi Colony, North Crescent Rd., Madras-17
--------------	---	---

G.T. ROAD, JULLUNDUR CITY

K. G. Chadha	Information Officer	455-R, Model Town, Jullundur City.
--------------	---------------------	---------------------------------------

1

2

3

112-G, BRIGADE ROAD, BANGALORE-1

B. Baiappa Setty	Assistant Information Officer	155-A III Main Rd., Vayyali Kaval, Bangalore-3.
------------------	-------------------------------	--

MAYFAIR EXTENSION BUILDING, LALBAGH, LUCKNOW

T. R. Chaturvedi	Assistant Information Officer	7-I Balda Road Colony, Nishatganj, Lucknow.
------------------	-------------------------------	--

RESIDENCY ROAD, OPPOSITE PRATAP PARK, SRINAGAR

Surjeet Singh	Dy. Principal Information Officer	House-Boat Shish Mahal The Bund, Srinagar
---------------	-----------------------------------	--

(INFORMATION CENTRE) RESIDENCY ROAD, OPP. PRATAP PARK, SRINAGAR

C. L. Trisal	Assistant Information Officer	
--------------	-------------------------------	--

JAIL ROAD, JAMMU

Major V. P. Puri	P.R.O. (Army)	36-A, Gandhi Nagar, Jammu.
------------------	---------------	-------------------------------

"KUMARI MANDIR", WARRIAM ROAD, P.O. BOX NO. 47, ERNAKULAM-1

M. A. Kuruvila	Assistant Information Officer	XVIII/11342 T. D. Road, Ernakulam.
----------------	-------------------------------	---------------------------------------

4 BHUBAN CHANDRA ROAD, GAUHATI

B. C. Pathak	Information Officer	Santipur, Gauhati.
--------------	---------------------	--------------------

3 CANTONMENT ROAD, CUTTACK-1

G. K. Das	Assistant Information Officer	Behind Kanika Post Office, Ramagarh, Cuttack-1
-----------	-------------------------------	--

BLOCK NO. 21, PANCHSHEEL THEATRE BUILDING, JAIL ROAD, NAGPUR-1

V. S. Varkhedkar	Assistant Information Officer	Shyam Sadan Dharampeth, Nagpur-1
------------------	-------------------------------	-------------------------------------

"SUNSHINE", EXHIBITION ROAD, PATNA-1

J. N. Sinha	Assistant Information Officer	Sunshine, Exhibition Road, Patna-1
-------------	-------------------------------	---------------------------------------

1

2

3

C. K. 36/7 CHOWK, VARANASI

R. C. Sharma	Assistant Information Officer	D-4/11, Gali Darhmal Meet Ghat, Varanasi
--------------	-------------------------------	---

SUBHAS MARG, C-SCHEME, JAIPUR

S. C. Kacktwana	Assistant Information Officer	Yeshodham, Residency Road, "C" Scheme, Jaipur
-----------------	-------------------------------	---

NO: 6-1-2/1 HUSSAIN SAGAR BUND SALEKABAD, HYDERABAD-4

S. Sitaram	Assistant Information Officer	1-1-336/53 Vivekanagar, Chikkadpalli, Hyderabad
------------	-------------------------------	---

AKHANDANAND HALL, BHADRA, AHMEDABAD

R. B. Patel	Assistant Information Officer	31, Jawahar Nagar, Surkhej Rd., Ahmedabad
-------------	-------------------------------	--

OLD MUNICIPAL BUILDING, BHOPAL

B. P. Tiwari	Assistant Information Officer	House of Shri Dam- moolal Maithil, Chik- lod Road., Jahangira- bad, Bhopal.
--------------	-------------------------------	--

"CHITRAKUTI", TILAK ROAD, POONA-2

M. L. Kulkarny	Assistant Information Officer	Laxmi Nivas, 1026-B/8 Municipal Colony, Shivaji Nagar, Poona-4
----------------	-------------------------------	--

ASSAM

At a glance

Area :

1,21,965 Sq. Kilo metres.

Population :

11,872,772 (1961 Census)

Density of population :

97 per Sq. Kilo metre.

Percentage of literacy :

27.4 (1961 Census)



Five Year Plans :

Allocations

1st Plan : Rs. 2167.48 lakhs

2nd Plan : Rs. 5793.69 lakhs

3rd Plan : Rs. 12000.00 lakhs

Expenditure

Rs. 2058.80 lakhs

Rs. 5251.67 lakhs

Rs. 7056.83 lakhs
(up to 1963-64)

The State income rose by 7.7 per cent in the First Plan.

In the Second Plan, the State income at current prices increased by another 32.7 per cent.

In 1961-62 and 1962-63, the State income at current prices, increased by 8.2 per cent and 2.3 per cent respectively. In 1963-64, the State income at current prices rose by 11.8 per cent.

External Publicity (XP) Division

Hyderabad House, New Delhi-1

(Based on extracts from Annual Report for 1964-65 of the Ministry of External Affairs, Government of India, New Delhi).

Communal troubles in East Pakistan and the flight of hundreds and thousands of refugees were all reported in the world Press. It was, however, the flight of some 50,000 Christian refugees from East Pakistan into the Garo Hills that caught the imagination of the Western Press which at last gave some inkling of the harassment to which these minorities in Pakistan were subject. The flight of the refugees to the Garo Hills was televised in some 60 countries. This would not have been possible had not the External Publicity Division made immediate arrangements for foreign correspondents and three foreign television agencies, French, West German and British, which are also linked up with American agencies, to visit the Garo Hills.

The XP Division paid particular attention to foreign television as the foremost medium of publicity in the developed countries. Thus, during the year, the XP Division invited 104 television teams from 14 countries to visit India. The television correspondents and cameramen were given all possible facilities, and interviews were arranged for them with the Prime Minister and other Ministers of the Cabinet and leading personalities in India. A French television team also visited the Mana Refugee Camp and French television carried a detailed feature on these refugees and on what our Government was doing for them.

A great deal of attention was also paid to the publications produced or commissioned by this Division. Special publications were brought out for the Non-aligned Conference. Attention was also paid to the production of attractive, colourful publications.

Our efforts to project India through the written word are increasingly directed towards producing material in various

languages and orienting it for given areas. Emphasis has been placed on visual publicity. The year under review has seen a notable impetus to this effort.

Books and Publications

Copies of 5,000 new books were added to our libraries abroad during the year under review. They covered India in its various aspects—historical, cultural social and economic. Added emphasis was placed upon supplying books in Hindi to selected areas. Books in Sanskrit were also supplied where special interest was shown. The supply of books was supplemented by newspapers and periodicals from India on general or specialised subjects. Over a thousand books were supplied to our Missions abroad for presentation to individuals and institutions. This supply was distinct from presentations made through the Indian Council of Cultural Relations.

Publicity by the written word is conducted through wide distribution of pamphlets and articles as well as through a fortnightly magazine, the "Indian & Foreign Review" produced in English and French at headquarters. This material supplements the daily, weekly or fortnightly papers and bulletins brought out by our Missions in various local languages. Our Information Posts are also supplied with newspapers, periodicals and books from India.

In addition to the material produced by the External Publicity Division, a considerable amount of publicity brochures, pamphlets and other material produced by other Government Departments is supplied to our Missions abroad. Private publishers too have produced material which has proved suitable for wide distribution. Pamphlets produced at Headquarters are increasingly being translated into foreign languages for distribution abroad. A special effort

during the year has been the publication of a quarterly in the Russian language by our Embassy in Moscow. This will be widely distributed both in the Soviet Union and East European countries.

Feature Films

Several foreign dignitaries and delegations paid visits to India during the year. Compilation films were prepared and supplied to our Missions to cover these visits. Newsreel coverage was also undertaken. Eight feature films and children's films were purchased for non-commercial exhibition through our Missions abroad and negotiations were conducted for the purchase of more quality films which could be creditably exhibited. Deserving special mention, is the film "Nehru, Man of Two Worlds" a product of the B.B.C. TV, London, of which 25 prints were sent out to our Missions. Prints of the film made by the French TV on "Interview with late Prime Minister Nehru" were purchased for distribution.

India participated in no fewer than 24 International Film Festivals during the year and some of our films were adjudged as award winners. Indian feature and documentary films remained in considerable demand abroad. Our Information Posts arranged hundreds of shows to audience totalling several thousands.

Fifty-five documentaries were previewed during the year and most of those found suitable for external publicity have been despatched to the Indian Missions. Requests by Indian Missions for 50 additional prints were met. Arrangements have been concluded successfully with some firms for the supply of prints of coloured films. The work of dubbing films in various foreign languages has been undertaken both through our Missions abroad and at headquarters.

Film projectors were supplied to ten more of our Missions abroad during the year; tape records, radio sets, generators for cinema vans and film screens were also supplied.

Over 45,000 photographs depicting the cultural heritage of India and special postage stamps which were issued in

commemoration of important occasions were distributed.

A set of 13 gramophone records, representing a cross-section of Indian music, has been supplied to 15 selected Missions abroad and our Embassies at Washington and Brussels were supplied with special L.P. recordings of memorable speeches by the late Prime Minister. All India Radio had recorded special programmes on 280 tapes in Indian and foreign languages on the subjects of festivals and national days of India, feature talks, plays, vocal and instrumental songs. These were found very suitable for use by our Missions abroad and were accordingly distributed.

Nehru Memorial Meetings

All Missions organised Nehru Memorial meetings on November 14, 1964, the birth anniversary of Jawaharlal Nehru. Some of these meetings were combined with exhibitions and presentations of photographs and books.

During the year, clippings from the Indian Press numbering over 65,000 were scrutinized, classified and filed and 35,000 clippings from the foreign press received through our Missions abroad were scrutinized for inclusion in reviews of the world Press. Over a thousand enquiries from our overseas Posts as well as individuals and institutions in India, covering various subjects, were received and answered.

Five hundred and seventy six press releases were issued besides a number of publications produced by the Division. Special Press briefings were given regularly by senior officials of the Ministry. The Division played host to a number of delegations and individual journalists, prominent among them being delegations from Lebanon, Nigeria, Nepal and Thailand. The last two months of the year have, as is customary, seen a number of visiting foreign journalists. Hospitality during this period alone was extended to journalists from West Asia, Ceylon, France, Australia, the Philippines and the Agence France Correspondent in Peking.

Changes in Cadre

The following changes were made in the cadre:

(i) Two permanent posts, *viz.*, those of Press attaches in Peking and Buenos Aires were converted into the Senior Scale of the Indian Foreign Service (A);

(ii) The post of Assistant Press Attache in Tunis was converted into Grade II of the Indian Foreign Service (B).

The External Publicity Division at headquarters and its information Service Units abroad employed a total staff of 572, which consisted of 11 Public Relations Officers, one Deputy Director (ISI), one Under Secretary (Information), 40 Information Officers/Press Attaches, 26 Assistant Information Officers/Assistant Press Attaches/Attaches (Information), one Research Officer, 5 Publicity Officers, 146 India-based ministerial staff and 341 locally recruited staff.

A new Publicity Unit was set up at Dakar (Senegal), manned by an Assistant (Grade IV of IFS 'B') and a Personal Assistant.

Another Publicity Unit was opened at Tunis, headed by an Attache (Information). The Information Unit at Leopoldville has been expanded to cope with the increasing publicity work in Congo.

The post of Assistant Press Attache at Kabul has been transferred to Nairobi. The post of Press Attache at Sydney has been transferred to Kabul, which is likely to be converted into Grade I of the IFS(B) in the near future.

Two India-based posts—one of the Assistant (Grade IV of IFS 'B') and the second of French translator—have been created in Lagos and Algiers respectively.

A temporary post of First Secretary (Information) in the Embassy of India,

Stockholm was abolished with effect from September 24, 1964.

A local post of senior editor-*cum*-translator was created in the Information Service of India, Colombo.

A temporary post of Information Officer has been transferred from the External Publicity Division, New Delhi, to the Permanent Mission of India, New York.

One post of local Editor in the Information Service of India, Gangtok, has been converted into that of an India-based editor from the date it was filled.

The post of Counsellor (Information) in London has been changed to that of Public Relations Officer.

Seven temporary posts at headquarters and abroad, *viz.*, those of Director (Press Relations), Dy. Director (ISI), 2 Information Officers/Press Attaches, Press Attache at San Francisco and Assistant Press Attache in Washington have been declared permanent.

The officers of the Information Service of India have been offered permanent quasi-permanent status with pensionary benefits in lieu of their long-term or short-term contracts with contributory provident fund.

The total budget of the External Publicity Division including the Information Service Units abroad amounts to Rs. 1,21,49,800. (This does not include some Information Units whose budgets are included in that of the Missions concerned.) Of this amount, Rs. 38,91,600 is for expenditure at headquarters. With the remainder, the External Publicity Divisions runs 56 separate Information Units and provides an Information service to all Indian Missions and Posts abroad.

Officers of the External Publicity Division

Joint Secretary: I. J. Bahadur Singh
Deputy Secretary (External Publicity):
 K. P. S. Menon **Deputy Secretary (Pro-
 duction):** S. J. S. Chhatwal **Director
 (Information Service of India):** S. D.
 Kalelkar **Director (Press Relations):**
 T. Pande **Deputy Director:** K. L. Punjabi

Attaches: K. S. Rosha, N. C. Johannes,
 R. K. Mukherjee, S. P. R. Bhatia,
 R. N. Nath, D. B. Malik, B. R. Sharma,
 Raj Bahadur.

Assistant Information Officer K. S.
 Subramanian

Research Officer: R. N. Bose

Information Officers: B. N. Bose (desig-
 nate), (Kumari) N. N. Haralu, (Smt.)
 Usha Nath, Z. L. Kaul, S. Tripathi

Publicity Officers: D. K. Basu, B. J.
 Taneja, M. C. Dougal, F. C. Gulati

Missions Abroad

Capital	Country	Name of the officer holding the post
Accra	Ghana	M. Ganju, Press Attache
Algiers	Algeria	K. H. Siddiqi, Press Attache
Bonn	Germany	E. A. Srinivasan, Press Attache
Brussels	Belgium	D. Ramanathan Asstt. Press Attache
Buenos Aires	Argentina	D. C. Manners, Second Secretary
Berne	Switzerland	M. K. Khisha, First Secretary
Belgrade	Yugoslavia	(designate)
Baghdad	Iraq	P. M. George, Press Attache
Bangkok	Thailand	J. Mahajan, Press Attache
Beirut	Lebanon	R. M. Maitra, Press Attache (desig- nate)
Cairo	U.A.R.	B. M. Dutt, Second Secretary
Colombo	Ceylon	A. K. Gupta, Press Attache
Dacca	E. Pakistan	R. C. Asthana, P.R.O.
Djakarta	Indonesia	Gajendra Singh, Third Secretary
Damascus	Syria	S. Tripathi, Press Attache (designate)
Dar-es-Salaam	Tanzania	S. K. Das, Press Attache
Gangtok	Sikkim	M. C. Jugran, P.R.O.
Hong Kong	Hong Kong	B. P. Singh, Third Secretary
Istanbul	Turkey	Onkar Singh, Asstt. Press Attache
Kathmandu	Nepal	B. B. Iyer, Press Attache
		M. R. Sivaramakrishnan, P.R.O.
		J. T. Kallukaran, Press Attache
		G. L. Khanna, Press Attache

Capital	Country	Name of the officer holding the post
Kathmandu	Nepal	Indu Shekhar, Cultural Attache V. V. Nevrekar, Attache
Karachi	Pakistan	S. N. Hussain, P.R.O. S. N. Dhar, Press Attache R. R. Motihar, Asstt. Press Attache
Kuala Lumpur	Malaysia	G. V. Shukla, P.R.O.
Kabul	Afghanistan	L. Venketeshwaran, Press Attache (designate)
Kampala	Uganda	R. Ganapathy, Asstt. Press Attache
London	U.K.	R. N. Gupta, P.R.O. Salman Haider, Second Secretary
Lagos	Nigeria	H. S. Vahali, P.R.O.
Moscow	U.S.S.R.	J. S. Teja, First Secretary
Nairobi	Kenya	K. Pratap, Press Attache K. K. Kaul, Asstt. Press Attache
New York (C.G.I.)	U.S.A.	Nirmal J. Singh, Press Attache
Yew York (P.M.I.)	U.S.A.	K. B. Tandon, P.R.O.
Ottawa	Canada	P. J. Rao, Press Attache
Peking	China	K. K. S. Rana, Second Secretary (designate)
Paris	France	E. Pouchpadass, P.R.O.
Prague	Czechoslovakia	R. N. Malhotra, Attache
Rangoon	Burma	J. Jacob, Press Attache
Rome	Italy	Rai Singh, Press Attache (designate)
Rabat	Morocco	D. R. Kawatra, Press Attache
Rio-de-Janeiro	Brazil	O. N. Sheopuri, Press Attache
San Francisco	California	J. N. Bhat, Press Attache
Sydney	Australia	J. Moulik, Press Attache
Salisbury	S. Rhodesia	K. N. Gaiind, Asstt. Press Attache
Tunis	Tunisia	J. N. Bhan, Attache (designate)
Tehran	Iran	Mahabir Sahai, Press Attache
Tokyo	Japan	A. Raychaudhuri, Press Attache
The Hague	Netherlands	T. S. Kanwar, Asstt. Press Attache
Washington	U.S.A.	Aqill Ahmad, Press Attache S. K. Arora, Asstt. Press Attache P. Shah, Asstt. Press Attache A.G. Thakur, Asstt. Press Attache

All India Radio (AIR)

Broadcasting House, New Delhi-1

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi).

During the year under report, medium-wave broadcast coverage in the country was considerably expanded. New auxiliary medium-wave transmitting centres were opened at Jeypore (Orissa), Gwalior and Jabalpur. These auxiliary centres were equipped with receiving centres. The low power transmitters at Dharwar and Calicut were replaced by medium-wave transmitters of higher power. The Srinagar Station moved into its permanent studio building and new receiving centres were commissioned at Calcutta, Patna, Ranchi, Dharwar, and Calicut. Low power transmitters were commissioned at Bhopal, Dharwar, Srinagar and Chandigarh to radiate the Vividh Bharati Service on medium wave.

The installation of two high power short-wave transmitters for External Services is nearing completion and these are expected to be commissioned in the near future. In December 1964, All India Radio's network consisted of 33 Radio Stations, 14 auxiliary transmitting centres to extend the coverage of radio stations and 21 medium-wave transmitters for the broadcast of Vividh Bharati programmes. In addition, there were 4 auxiliary studios, studio transmitter F.M. links at 3 centres and 1 Television Centre.

Before the close of the current financial year, the auxiliary transmitting centre at Bhadravathi and the low power transmitters at Calicut and Allahabad for Vividh Bharati programmes and at Delhi for multi-lingual service, would have been commissioned.

Some of the other installations on which work has been in progress are the permanent studios at Bombay, auxiliary centres at Rampur and Bhagalpur and the Vividh Bharati centres at Jodhpur, Ahmedabad, Ajmer, Amritsar and Trivandrum.

During the year 1965-66, the installation of a high power transmitter at Hyderabad will be completed and auxiliary transmitting centres will be commissioned at Rampur, Udaipur and Bhagalpur. Permanent receiving centres at Srinagar, Jullundur, Vijayawada, Cuttack, and Gauhati are expected to be ready. Seven more low power transmitters for the Vividh Bharati Service are expected to be commissioned into service.

Work on the new auxiliary centres at Gulbarga, Parbhani, Coimbatore and Agartala, Radio Stations at Bhuj and Pondicherry, and the office building for Lucknow Station is expected to be taken up. The departmental work on the permanent studios at Bombay is expected to reach an advanced stage. Preliminary work will be taken up for the restoration of broadcast facilities at Panjim (Goa), the setting up of additional high power transmitters at Delhi for augmenting the External Services, installation of a high power transmitter for Simla and the surrounding region, and the expansion of the TV Service at Delhi.

A substantial portion of the equipment ordered under the tape recording scheme is likely to be received and installed at different centres during this period.

PROGRAMMES CONNECTED WITH EMERGENCY

The programmes which were introduced on the declaration of the Emergency were continued with modifications from time to time in consonance with the changing situation.

ALL INDIA PROGRAMMES

News talks and commentaries broadcast on the national hookup are "Topic for

Today", "Focus on Matters of Current Interest", "Political Commentary", and "Matters of Moment". Prominent journalists and political analysts participated in the latter two programmes.

The accent in "Focus", which was introduced in place of "India and the Dragon" on January 5, 1964, is on international affairs; India's foreign policy; political, social and economic conditions in China, South-East Asia and Africa; domestic issues of national interest; international and national conferences; and news letters from the States. The feature "A Nation Prepares" was replaced by "Progress Report" in which development activities on the home front are publicised. Family planning, Heavy Electricals, co-operative farming, rehabilitation of refugees in Dandakaranya, the Madras Fort, fertilisers, package programme in Mandya District, poultry farming in Maharashtra, military stud farms, oil in Assam and co-operative dairying, have been dealt with in this feature.

The two additional news bulletins at 06.40 and 22.30 hours introduced at the beginning of the Emergency were continued.

Some of the important programmes broadcast in the National Programme of Features bearing on the Emergency and on certain aspects on national development, were:

More Rice Per Acre; The National Small-Scale Industries Corporation; National Defence Academy; The Gentleman Cadet; Anand Dairy; Atoms for Peace; and, Glimpses of Gujarat.

Some of the important programmes having a bearing on the Emergency broadcast in the National Programme of Talks, were:

Indian and Chinese Buddhism; Ahimsa and Armed Insurrection; Planning—Democratic and Totalitarian; Propaganda & Aesthetic Values; China's Treaty Obligations; China's Treatment of Indian Prisoners of War; India's Experiment in Democratic Planning; and, the Role of Co-operatives in Protecting the Consumer and the Weaker Sections of the Community.

Patriotic Songs

In addition to the patriotic songs specially written by distinguished poets and rendered by popular singers, AIR stations have broadcast patriotic songs and poems from their own repertoire.

Programmes for the Armed Forces

Programmes for the armed forces, broadcast from Delhi, Srinagar, Jammu, Jullundur and Gauhati Stations, have been reoriented. A programme of messages from troops in the forward areas addressed to their families commenced in February 1964. These messages are broadcast from Stations nearest to the home of the jawan's family with prior intimation. They are broadcast in the Rural Programmes and repeated in the Rural Women's Programmes for the benefit of the women relatives of the jawans.

External Services

The External Services programmes are patterned, on the one hand, to project a correct image of India and, on the other, to counter Sino-Pakistani propaganda. During the year under review, a new service has been started in the Thai language.

Vividh Bharati

A programme for the entertainment of troops captioned "Jamamala", is broadcast daily for a half-hour duration. The news bulletins in Hindi broadcast at 08.15 hours are also being carried in this service. The new programmes which have been introduced are features depicting the resolve of the people and the valour of the jawans, slogans emphasising the duties and responsibilities of citizens, a weekly talk on developmental activities in the country and patriotic songs in the Hindustani and Karnataka music programmes. Attractive morale raising slogans were broadcast at the beginning of the popular film music programme and suitable inserts were included in "Indra Dhanush" and other spoken-word programmes.

The number of Defence Publicity Programmes broadcast during January to December 1964 was 1,30,853.

SPOKEN-WORD PROGRAMME

Programmes on National Unity and Solidarity
Broadcasts designed to foster national

unity and solidarity have always been a regular feature of the programme schedules of all AIR Stations. Special mention may be made of the National Solidarity Day observed this year in homage to the heroism of our forces and the resolve of our people to meet any challenge to national integrity. Besides programmes on the national level, different AIR stations arranged special programmes in regional languages on the concept of national solidarity.

National Programme of Talks

Since its inception in 1953, the National Programme of Talks has featured 527 talks and discussions.

Special Coverages

The visit of the President to USSR and Ireland was covered in special newsreels. The visit of the Prime Minister to Cairo in connection with the Conference of Non-aligned Nations was also suitably covered.

Besides the normal coverage in bulletins and newsreels the visits of the following were specially noticed: President Aref of Iraq, Mrs. Bandaranaike and the Prime Minister of Kuwait.

COMMUNITY LISTENING SCHEME

The Community Listening Scheme under which 50% (up to a maximum of Rs. 125 per set) of the cost of radio sets supplied to the State Governments for installation in rural areas is subsidised by the Government of India, Ministry of I & B, made further progress during the year. According to the schedule, a total number of 1,11,964 sets would be supplied to various States and Union Territories by the end of March 1965.

RADIO LICENCES

The number of radio licences (all types) totalled 37,36,688 as on December 31, 1964, registering an increase of 6,66,670 during 1964. The number now is estimated to have crossed the 4 million mark. There were also about 600 Television Receivers in operation at the end of November 1964.

NEWS SERVICES DIVISION

During the period under review, the News Services Division broadcast a total

of 132 bulletins in 29 Indian and foreign languages every day round the clock. Of these, 100 were in the Home Services and were broadcast in English and 18 Indian languages. External bulletins were broadcast in 16 languages. Among them were also Gujarati, Hindi, Tamil, Nepali and Konkani. A daily bulletin in Thai was started on June 1, 1964. All important events and conferences in the country were covered exclusively for AIR broadcasts by AIR correspondents. A considerable proportion of news items is based on despatches from AIR's own reporters.

AIR special correspondents accompanied the President to the USSR and Ireland; the Prime Minister during his visit to Cairo to attend the Conference of Non-aligned Nations; the Vice-President during his visit to Morocco, Algeria, and Tunisia; and the Foreign Minister during his visit to Nepal, Afghanistan, Burma and Ceylon. International events like the Commonwealth Conference in London were covered from day to day through exclusive despatches through radio circuits.

The daily parliamentary commentary continued to be broadcast in English and Hindi during the sessions of Parliament.

Six special weather bulletins for various Himalayan expeditions and army personnel in forward areas were broadcast every day during specific periods. Three special prize bond bulletins of 15 minutes duration were broadcast on June 11, November 23 and December 1.

During the period under review, there were 58 regular editions and 18 special editions of "Samachar Darshan". The duration of the programme was increased to 15 minutes. Considerable space was given to happenings in various States and regions and items emanating from outlying areas were given special consideration.

News Agencies

Besides the Press Trust of India, All India Radio has started subscribing to the United News of India for the supply of news to AIR.

MONITORING SERVICE

Monitoring Units located at Simla and Delhi and connected by teleprinter lines

with the News Room have been able to serve as the main supplementary source of foreign news to what was supplied by Reuter and the Associated Press. Keeping a close watch on the major broadcasting stations of the world, the Monitoring Unit handled a record number of extra assignments this year and covered nearly 130 broadcasts of over 50 hours' duration in 11 languages daily. News broadcasts and commentaries from Radio Peking in English, Russian, Hindi, Burmese and Persian were regularly monitored. The External Affairs, the Defence and other Ministries of the Government of India were kept fully informed of the swing of propaganda by Radio Peking, Radio Pakistan and other stations through the daily "Radio Trend Reports", and the "Weekly Analysis of Foreign Broadcasts".

EXTERNAL SERVICES DIVISION

The External Services Division of All India Radio is now broadcasting in 17 languages for 22 hours and 30 minutes every day. The main regions of interest continue to be Asia and Africa, but the broadcasts are also directed to West Europe, U.K., Australia, New Zealand and Fiji. These broadcasts are directed to non-Indians and people of Indian origin residing in foreign countries. For the former, there are regular broadcasts in 13 languages viz, Arabic, Burmese, Cantonese, Kuoyu, English, French, Indonesian, Nepali, Persian, Pushtu, Swahili, Tibetan and Thai. The broadcasts for Indians overseas are in Hind Tamil, Gujarati and Konkani and these are directed to South-East Asia and East and Central Africa, Aden, Mauritius and Fiji.

The chief aim of these broadcasts is to project India's point of view on current events in the domestic as well as the international field, to stimulate interest in our art and culture and to inform the outside world of new developments and changing conditions in India. The broadcasts in Indian languages serve as a link between the people of Indian origin living overseas and keep them informed about various aspects of life and activity in India.

During the year under report, a few important developments took place

in AIR's External broadcasts. The timings of the Indonesian Service were changed in the interest of better listening conditions in the target area. A new service in Thai was started from June 1, 1964, on all days except Sundays. The Cantonese and Kuoyu services of 90 minutes daily have been reduced temporarily to 60 minutes from October 24, 1964, the first 45 minutes being devoted to Cantonese and the remaining 15 minutes to Kuoyu music. The news bulletin for Kuoyu has been discontinued for the present.

Thirty-four news bulletins in 17 languages are being broadcast daily in the various programmes.

The programme details of different services broadcast in the External Services of AIR for listeners in different target areas are publicised in important newspapers and periodicals of each area. The programme details are also highlighted in the Information Service of India's release in areas where such facilities exist. Besides, the programme schedules of each language service are regularly publicised in greater detail in two English monthlies and nine quarterly folders in nine foreign languages. Quarterly programme folders in foreign languages include: Arabic, Burmese, Chinese, French, Indonesian, Persian, Pushtu, Swahili and Tibetan. A quarterly programme folder in the Nepali language will soon be added to this. It is also expected that the Hindi, Tamil and Gujarati services will also shortly have their own quarterly programme folders printed in their respective scripts.

It is hoped to start new services in Sinhalese and Malay as soon as the necessary staff has been recruited.

TRANSCRIPTION AND PROGRAMME EXCHANGE UNIT

The Programme Exchange Unit (Internal) continued to supply selected recordings and scripts to different Stations, thus enabling them to give quality programmes at minimum cost. During the period under review, a total number of 1,087 scripts and 7,091 recordings were supplied.

It is proposed to bring out a collection

of plays on the theme of patriotism for use at Stations. It is also proposed to bring out another collection of plays based on adaptations of the works of Tagore, Prem Chand, Sharat and Prasad.

AUDIENCE RESEARCH

During the year, the Listener Research Unit carried out a comprehensive survey of listening in cities and metropolitan centres. This study highlights the main features of listening to the different national and other music and spoken-word programmes, including Vividh Bharati programmes. It assessed the role of other broadcasting stations in the Indian listening situation. A complementary study to find out significant tendencies of listening in small and medium-sized towns is under way. It is also proposed to cover the villages and Radio Farm Forum Centres during the current financial year.

Detailed on-the-spot studies were conducted to assess the extent of listening and the popularity of University broadcasts in the cities of Ahmedabad, Bangalore, Bombay, Calcutta, Lucknow and Madras. Similar studies were also undertaken to assess the state of listening to school broadcasts in Madras, Ahmedabad, Lucknow and Bangalore. A factual study of listener reaction to industrial broadcasts in Madhya Pradesh is in progress.

Listening Panels have reported on regional news bulletins in Lucknow, Bangalore, Ahmedabad and Madras.

The Unit is closely associated with the evaluation machinery set up to study the impact of telecasts on students of the Delhi higher secondary schools.

TELEVISION

During the period under review, the frequency and general pattern of Social Education Programmes continued as before. These programmes are broadcast on Tuesdays and Fridays for a duration of 40 and 70 minutes, respectively.

The programmes continued to have a social education bias, with the main item devised to lend itself to post-programmes discussion and follow up action, where necessary by the Tele-Club members.

There are at present 180 Tele-Clubs with an active membership of 3,600 and an average of 18,000 to 20,000 viewers for each programme. Efforts to form new Tele-Clubs round sets allotted to schools for school television project are being continued. Out of 180 Tele-Clubs 122 are at present located in school premises.

Personal contacts with viewing schools were maintained through visits to viewing schools by members of the TV time and evaluation check sheets through which comments of class room teachers on the lessons telecast, both as to quality and programme contents, were regularly received. Teachers' reactions are properly analysed and evaluated. At present, there are 366 higher secondary schools in Delhi. So far, 423 sets have been provided in 233 schools, the distribution depending on the number of science sections.

PUBLICITY AND PUBLIC RELATIONS

Apart from publicising its programmes through the daily newspapers, AIR has eight programme journals in 8 languages, viz., Assamese, Bengali, English, Gujarati, Hindi, Tamil, Telugu and Urdu. The English, Hindi and Urdu journals, besides the External Services journals, were until March 31, 1964 being brought out by the Publications Division on behalf of AIR. Special brochures and pamphlets publicising important programme activities of AIR are also issued on specific occasions.

Close contact with the public is maintained through Advisory Committees both at the Centre and the Stations. The regional Stations also keep in close touch with the respective State Governments and arrange publicity for their development and other programmes.

Publications Division

.Old Secretariat, Delhi-6

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi).

The Publications Division is responsible for the preparation, production, distribution and sale of publications (books, pamphlets, booklets, albums, journals, etc.) which provide the general public at home and abroad with information regarding the country and its culture, the activities of the Central Government, the Five-Year Plans and the progress of development programmes and about places of tourist interest. It also brings out books for children giving special information about the country, its cultural heritage and events of national significance. This publicity is undertaken in Hindi, English and, to the appropriate extent, in regional languages as well.

The Division is publishing, in a series of volumes, the spoken and written words of Mahatma Gandhi.

The Division also undertakes the publication of certain literature for the National Book Trust and the Central Social Welfare Board. It acts as the distributor for some of the publications of organisations like the National Museum, Lalit Kala Akademi and the All India Handicrafts Board. It also undertakes the sale of the *India* diary and other priced publications produced by the D.A.V.P.

JOURNALS

The Division brings out 17 journals (Appendix X) comprising five fortnightly, eight monthlies, three bi-monthlies and one quarterly. Five of these viz., *Aikal (Hindi)*, *Aikal (Urdu)*, *Bal Bharati (Hindi)*, *Indian Information (English)* and *Bharatiya Samachar (Hindi)* are published on behalf of the Ministry of Information and Broadcasting, while the rest are sponsored by other Ministries/Departments and organisations. The latter group is intended to serve the specific publicity requirements of the Ministries/Departments concerned and

the responsibility for their editorial policy, print order, free distribution etc. which have a bearing on the journals' financial aspect, primarily rests with the sponsoring Ministries/Departments. Special numbers of some of these journals were also issued during the period under review.

BOOKS AND PAMPHLETS

During the financial year 1963-64, the Division released a total of 240 books, pamphlets and albums in English, Hindi and regional languages. Of these, 59 were brought out from January to March 1964. During April-December 1964, 119 books and pamphlets were published in various languages; 218 books and pamphlets were under production and 83 under preparation as on 31st December, 1964.

Emergency Publications

Since the declaration of the Emergency, the Division has brought out 29 titles on an extensive scale in Hindi, the regional languages and English to explain India's case, to highlight the country's determination and preparedness to resist aggression and to arouse patriotic fervour. Some of these publications, such as *Chinese Aggression in Maps* and *China's Betrayal of India* were also brought out in foreign languages, namely, French, German and Spanish. The Division has distributed free about 34 lakh assorted copies of these pamphlets (including 1.25 lakh copies during 1964) to the key targets all over the country to ensure the maximum impact on the people. It has also sold about 2.70 lakh copies of these pamphlets through the normal trade channels.

"Builders of Modern India" Series

Up to April 1964, biographies of Dada-bhai Naoroji, Lokmanya Tilak, Desh-bandhu Chittaranjan Das, Dr. Annie Besant and Kasturi Ranga Iyenger

were brought out. During the period under review, the biography of Pandit Motilal Nehru by B. R. Nanda was released. Two more biographies in the series, namely, the those of Gopal Krishna Gokhale and Iswar Chandra Vidyasagar, were at the final stage of printing as on December 31, 1964. Of these, the former has since been released and the other was expected be brought out by the end of February 1965. Several other biographies like those of Lala Lajpat Rai, Dr. M. A. Ansari, Hakim Ajmal Khan, Sardar Vallabhbhai Patel, Khan Abdul Ghaffar Khan, S. Satyamurthi and T. Prakasam are under preparation.

Important General Publications

As homage to Jawaharlal Nehru, the Division has brought out and planned a number of publications. Soon after the demise of the great leader, the Division brought out *Jawaharlal Nehru: Homage*, both in Hindi and English. This book includes a brief life-sketch of Jawaharlal Nehru, a write-up on his passing away, the tributes paid to him by Indian and world leaders and the Press in India and abroad and excerpts from his writings and speeches highlighting his ideas and ideals. The Hindi edition has also been published and the regional language versions of this book are in the press. The Division has sold about 25,000 copies of this publication in English and Hindi. Another publication, based on tributes broadcast on AIR, has also been published. The Independence Day speeches of Mr. Nehru have been brought out in Hindi under the title *Azadi Ke Satrah Kadam*. Regional language and English versions of these speeches are under preparation or production. The Division has also brought out a publication *Jawaharlal Nehru: Excerpts from his Writings and Speeches* mainly for distribution abroad.

During the year under review, the Division brought out Volume IV of *Jawaharlal Nehru's Speeches* covering the period September 1957-April 1963. Work on the last volume covering the period May 1963-May 1964 is in progress. Work on Mr. Nehru's speeches on planning and development is also under way.

Earlier the Division had brought out

India's Foreign Policy containing Mr. Jawaharlal Nehru's foreign policy speeches from 1946 to 1961. This has been sold and a new up-to-date edition (up to May 1964) is under preparation and will be brought out during 1965.

On the occasion of the International Eucharistic Congress in Bombay, the Division brought out a publication entitled *Christians in India*. Simultaneously two other publications suited to the occasion, namely, *Churches in India* and *Picturesque Goa*, were released.

Another important publication released by the Division during the year was *The Unity of India: From Dream to Reality*. This includes two addresses by Mr. Morarji Desai under the Patel Memorial Lectures.

As part of the campaign to fight corruption, the Home Minister's broadcast to the nation was brought out by the Division in Hindi, the regional languages and in English in the form of a brochure under the title, *War on Corruption*. The brochure was distributed on a mass scale. The Division also brought out a pamphlet *Sadachar* to highlight the need for a clean administration and right conduct in public affairs.

Among the important general publications under production or preparation as on December 31, 1964, were: *Gazetteer of India, Vol. I*; *President Radhakrishnan's Speeches and Writings*; *Kalidasa—A Symposium*; *Everest Album*; *India's Constitution* (English, Hindi, Telugu and Tamil); *A Maritime History of India*; *Indian Cinema 1965*; and *Musical Instruments of India*. Of these, *India's Constitution* in English and Hindi and *Indian Cinema 1965* have since been released.

Publications in Hindi

The number of Hindi books and pamphlets brought out by the Division has been increasing steadily. During 1964-65 (up to December 1964), 21 titles were released, while 25 more publications were under preparation. The following Hindi books are under production or preparation: *Motilal Nehru* in the "Builders of Modern India Series"; *Bharat Ke Gaurav, Part V*; *Bharat Ke Jangli Jeev*; *Rabindranath Tagore* by Jagannath Prasad Mishra; *Dilli Ki Khoj* by Brijkishan Chandiwalla; *Gyan*

Sarover, Part III; History of the Freedom Movement in India, Part I; Bharat 1964; and Facts About India.

Collected Works of Mahatma Gandhi

The eleventh volume of the *Collected Works of Mahatma Gandhi* in English was released during January-March 1964. Vol. X in Hindi and Vol. XII in English were brought out during April-December 1964. Vols. XIII, XIV, XV, XVI and XVII in English and Vols. XI, XII, XIII, XIV, XV in Hindi are in the press.

Children's Books

Special efforts are being continued to bring out more publications for children. The Division has under production or preparation some important children's books of educative value like *Mahatma Gandhi as a Student*, presenting in detail Gandhiji's career as a student; *Gandhi Picture Story*, a multicolour presentation of Gandhiji's life; *Children's India*, a fully illustrated album; *Children's History of the World*; *Children's Nehru* and *Children's Geography of India*. These will be brought out not only in English, but also in Hindi and other Indian languages.

During the last few years, the Division's efforts in the production of children's literature have met with success in terms of sales. So far, about 9,01,000 assorted copies of children's books have been produced in English, Hindi and regional languages. Of these, over 6,40,000 (including 78,400 during 1964) have already been sold. These publications are in continuous demand.

Plan Publicity

During January-March 1964 and April-December 1964, eight and 14 publications respectively, bearing on Plan publicity were brought out.

Two key books on planning (*Achievements of the Country Since Independence* and *Vision of Future*) are under preparation. These books are designed for the educated layman, the administrator and the legislator and also for use in universities where planning and development have become part of studies in economics.

Tourist Publicity

A new tourist publication, *India—A Travel Manual*, was released during January-March, 1964. Another pub-

lication entitled *India: Tourist Information* was brought out during April-December 1964. Nine tourist books in English including *India—A Souvenir Volume*, *Temples in India* and *Shopping in India*, were under production as on December 31, 1964.

ART SECTION

The Art Section produces cover designs, illustrations, paintings, sketches, maps, charts, pictographs, layouts, etc., required for the publications of the Division.

BUSINESS WING

During the quarter January to March 1964, 4,60,500 copies of magazines and pamphlets were sold and 3,40,000 distributed free. Nearly 13,90,000 assorted copies of magazines and pamphlets were sold and 12,53,000 distributed free during April-December 1964. The bulk of the literature distributed free consisted of small pamphlets relating to Plan publicity and the Chinese aggression.

In addition to complying with the orders of about 2,900 booksellers in India and abroad, the Business Wing directly served over 21,000 educational and research institutes and libraries in the country. The Regional Distribution Offices at Calcutta, Bombay and Madras serve dealers and other customers located in their respective regions. In addition to the Sales Depot at North Block, Central Secretariat, New Delhi, which helps promote sales of the Division's literature and that of the Publication Branch (Ministry of Works and Housing) a new sales counter has been opened in the Old Secretariat to cater to the requirements of buyers coming to the Division direct.

The Division participated in exhibitions held on the occasions of the A.I.C.C. Session, Bhubaneswar; Calcutta Industries Fair, Calcutta; the 23rd Annual Session of the Association of the Principals of Technology Institutions in India, Madras; and Holi Mela in Delhi, during January to March 1964. From April to December 1964, the Division took part in the National Exhibition of Books organised by the National Book Trust, New Delhi, and in "Our Heritage" Exhibition, Bombay. It also put up a stall at the 30th Session of the Indian Philosophical Congress, Madras.

Journals Brought out by the Publications Division

Name of the Journal	Periodicity	Sponsoring Agency
English		
1. YOJANA	Fortnightly	Planning Commission
2. INDIAN AND FOREIGN REVIEW	Fortnightly	Ministry of External Affairs.
3. KURUKSHETRA	Monthly	Ministry of Development and Co-operation
4. PANCHAYATI RAJ	Monthly	Ministry of Development and Co-operation
5. INDIAN INFORMATION	Fortnightly	Ministry of Information and Broadcasting
6. TRAVELLER IN INDIA	Monthly	Ministry of Transport
7. BHAGIRATH	Monthly	Ministry of Irrigation and Power
8. METRIC MEASURES	Bi-monthly	Ministry of International Trade
9. SOCIAL WELFARE	Monthly	Central Social Welfare Board
Hindi		
10. YOJANA	Fortnightly	Planning Commission
11. AJKAL	Monthly	Ministry of Information and Broadcasting
12. BAL BHARATHI	Monthly	Ministry of Information and Broadcasting
13. KURUSKSHETRA	Monthly	Ministry of Development and Co-operation
14. BHARATIYA SAMACHAR	Fortnightly	Ministry of Information and Broadcasting
15. SAMAJ KALYAN	Monthly	Central Social Welfare Board
16. METRIC MAPTOL	Bi-monthly	Ministry of International Trade
Urdu		
17. AJKAL	Monthly	Ministry of Information and Broadcasting

State Government Information Services

ANDHRA PRADESH

Directorate of Information and Public Relations,
Government of Andhra Pradesh,
HYDERABAD.

Executives

T. Ramachandra Rao,
Director of Information and Public Relations,
Hyderabad.

M. Syamala Devi (Mrs.))
Assistant Director, Information Centre,
Hyderabad.

M. S. Acharya,
Public Relations Officer,
Hyderabad.

M. Sukumar,
Public Relations Officer,
Hyderabad.

S. Srinivasa Rao,
Public Relations Officer,
Hyderabad.

Paidi Venkatesulu,
Public Relations Officer,
Hyderabad.

B. Parvathala Rao,
Assistant Director, Information Centre,
Vijayawada.

T. Prakasa Rao,
Dist. Public Relations Officer, Srikakulam.

G. Nageswara Rao,
District Public Relations Officer,
Visakhapatnam.

V. Ramalinga Reddi,
Regional Tourist Information Officer
Visakhapatnam.

R. Vijayavarama,
Dist. Public Relations Officer,
Kakinada.

P. Ramakrishna Rao,
Dist. Public Relations Officer,
Eluru.

B. Jagannadha Rao,
Dist. Public Relations Officer,
Machilipatnam.

N. Gopalakrishna Murthy,
Dist. Public Relations Officer,
Guntur.

R. Suryanarayana Murthy,
Regional Tourist Information Officer,
Tirupathi.

M. S. Siddeswar Rao,
Dist. Public Relations Officer,
Cuddapah.

G. Krishna Murthy,
Dist. Public Relations Officer,
Anantapur.

S. Doraswamy Reddi,
Dist. Public Relations Officer,
Kurnool.

B. Kishanprasad,
Dist. Public Relations Officer,
Warangal.

Indrasena Reddi,
Dist. Public Relations Officer,
Hyderabad.

Pampana Suryanarayana,
Dist. Public Relations Officer,
Mahaboobnagar.

P. Sudhakara Rao,
Dist. Public Relations Officer,
Nalgonda.

S. Bhaskarachari,
Dist. Public Relations Officer,
Karimnagar.

M. Ram Reddi,
Dist. Public Relations Officer,
Sangareddi.

D. Sajjan Singh,
Dist. Public Relations Officer,
Nizamabad.

A. Ganaratnam,
Regional Tourist Information Officer,
Warangal.

Publications

"Andhra Pradesh" a monthly journal
in English, Telugu, Urdu and Hindi;
Cir.: (English) 7,500, (Telugu) 30,000,
(Urdu & Hindi) 2,500; Price 25P per
copy, Rs. 3 per annum.

ASSAM

Directorate of Information and Public
Relations,
Government of Assam,
SHILLONG.

Executives

I. P. Chowdhury,
Director of Information and Public
Relations,
Shillong.

Rama Nanda Bezbarua,
District Information & Public Relations
Officer,
P.O. Dhubri, Dist. Goalpara.

H. B. Sengma, (Mrs.),
District Information & Public Relations
Officer,
Gauhati, Dist. Kamrup.

T. C. Kakati,
District Information & Public Relations
Officer,
Tezpur, Dist. Darrang.

B. Huda,
District Information & Public Relations
Officer,
Diphu, Dist. North Cachar & Mirki
Hills.

R. N. Pamehgum,
District Information & Public Relations
Officer,
Jorhat, Dist. Sivasagar.

D. N. Charkravarty,
District Information & Public Relations
Officer,
Dibrugarh, Dist. Lakhimpur.

H. L. Roy,
District Information & Public Relations
Officer,
Silchar, Dist. Cachar.

Dehnuna,
District Information & Public Relations
Officer,
Aijal, Dist. Mizo Hills.

Turner Challam,
District Information & Public Relations
Officer,
Shillong, Dist. K & J Hills.

P. N. Bhuyan,
Officer-in-Charge of Information Centre,
State Capital, Shillong,

Publications

"Asoma", a monthly in Assamese;
"Assam Information", a monthly in
English;
"Pragati" a monthly published in
Assamese & Bengali.

BENGAL (WEST)

Home (Publicity) Department,
Government of West Bengal,
CALCUTTA.

Executives

P. S. Mathur,
Director of Publicity, West Bengal,
Calcutta.

A. K. Mukherji,
Dy. Director of Publicity,
Calcutta.

Ajit Gupta,
Dy. Director of Publicity,
(Development & Planning),
Calcutta.

Gopal Bhaumik,
Public Relations Officer,
Calcutta.

Manojit Bose,
Jibendra Kumar Guha,
Sailendra Nath Dasgupta,
Bani Niyogi (Mrs.),
Assistant Directors of Publicity,

Viswatosh Chatterjee,
Editor of Publications,

S. M. Sen,
Information Officer,
Secretariat Information Bureau.

Publications

"The Weekly West Bengal", a weekly in English.

"Kathabarta", a weekly in Bengali.

"Sramik Barta", a fortnightly published in Bengali & Hindi.

"Paschim Bengali" a fortnightly in Urdu.

"Gal-Marao", a fortnightly in Santhali.

S. N. Sinha,
District Public Relations Officer,
Sahara.

S. W. Manhaji,
District Public Relations Officer,
Santhal Parganas

Rajdeo Prasad,
District Public Relations Officer,
Purnea.

N. G. Kumar,
District Public Relations Officer,
Hazaribagh.

L. Tiru,
District Public Relations Officer,
Palamau.

BIHAR

Public Relations Department,
Government of Bihar,
Secretariat,
PATNA-1.

Executives

C. P. Mishra,
District Public Relations Officer,
Patna.

Upendra Prasad,
District Public Relations Officer,
Arrah.

L. B. Singh,
District Public Relations Officer,
Gaya.

J. N. Singh,
District Public Relations Officer,
Chapra.

R. N. Singh,
District Public Relations Officer,
Muzaffarpur.

S. Hussain,
District Public Relations Officer,
Motihari.

H. C. Jha,
District Public Relations Officer,
Darbhanga.

M. P. Srivastava,
District Public Relations Officer,
Monghyr.

A. Shastri,
District Public Relations Officer,
Bhagalpur.

A. Ghani,
District Public Relations Officer,
Dhanbad.

J. N. Mishra,
District Public Relations Officer,
Jamshedpur.

N. Khalko,
District Public Relations Officer,
Ranchi.

Kapil Ram,
Asst. Public Relations Officer,
Buxar.

R. P. Varma,
Asst. Public Relations Officer,
Siwan.

S. Ali,
Asst. Public Relations Officer,
Sitamarhi.

S. Singh,
Asst. Public Relations Officer,
Gopalganj.

R. S. Tiwari,
Asst. Public Relations Officer,
Kishanganj.

Bhola Nath Das,
Asst. Public Relations Officer,
Garhwa.

B. B. Samanta,
Asst. Public Relations Officer,
Seraikella.

B. B. Labh,
Asst. Public Relations Officer,
Supaul.

J. K. Mahto,
Asst. Public Relations Officer,
Simdega & Gumla.

Publications

"Bihar Information", a weekly in English.
"Bihar Samachar", a weekly in Hindi.
"Bihar Ki Khabren", a weekly in Urdu.
"Adivasi", a weekly in Hindi.
"Hore Sambad", a weekly in Santhali.
"Panchayati Raj", a monthly in Hindi.

DELHI

The Directorate of Public Relations,
Delhi Administration,
Block No. 9, Old Secretariat,
DELHI-6.

Executives

Ram Lal Varma,
Director, Public Relations,
Delhi Administration, Block No. 9,
Old Sectt., Delhi-6.

A. S. Sharma,
Assistant Director, Public Relations,
Delhi Administration, Block No. 9,
Old Sectt., Delhi-6.

Harish Chandra Varma,
Assistant Information Officer, Incharge
Information Centre, Delhi Administration,
1581, Church Rd., Kashmere Gate,
Delhi-6.

Harish Chandra Nigam,
Assistant Information Officer,
Block No. 9, Old Sectt., Delhi-6.

Publications

Various publicity booklets, pamphlets,
folders, posters, etc. are produced in
three languages—Hindi, English and
Urdu—for free distribution.

The Directorate has recently started the
publication of a quarterly magazine in
English, Hindi and Urdu by the names
"Dilli Mirror", "Dilli Sandesh" and
"Payam-E-Dilli" respectively.

GOA

Department of Information & Tourism,
Government of Goa, Daman and Diu,
PANJIM.

Executive

Narsing Rau,
Secretary.

GUJARAT

Directorate of Informtion,
Government of Gujarat,
Sachivalaya,
AHMEDABAD-15.

Executives

M. H. Shah,
Director of Information,
Government Officers' Quarters,
Mangaldas Rd., Ellis Bridge,
Ahmedabad-6.

C. U. Shukla,
Dy. Director of Information,
B/2, Manglayatan, Near-Law Garden,
Ellis Bridge, Ahmedabad-6.

Narhari Bhatt,
Dy. Director of Information,
Behind Bungalow No. 42,
Sharda Sahakari Society,
Ahmedabad-7.

V. M. Thakore,
Information Officer,
18 Samast Society,
Ahmedabad-7.

Mastoobhai N. Desai,
Asst. Director of Information,
Chandanwadi, Khanpur,
Ahmedabad-1.

S. K. Mehta,
Asst. Director of Information,
Govt. Housing H. Colony,
Opp. Sachivalaya, Ahmedabad-6.

Shantibhai M. Desai,
Asst. Director of Information,
57, Third Floor, Sadar Patel Colony,
P.O. Navajivan, Ahmedabad-14.

Durgesh Joshi,
Asst. Director of Information,
30/2, L. Colony, Opp. Sachivalaya,
Ahmedabad-6.

M. C. Munshi,
Asst. Director of Information,
K-63, P.W.D. Govt. Quarters, Near
Shrimali Society, Navrangpura,
Ahmedabad-9.

Indravadan Desai,
Asst. Director of Information,
E/7 Govt. Quarters, Gulbai Tekari,
Opp. Excise Chowky, Ahmedabad-6.

M. N. Jariwala,
Advt. Manager,
47/1, L. Colony, Opp. Sachivalaya,
Ahmedabad-6.

Manubhai Trivedi,
Asst. Director of Information,
L/12, Gulbai Tekari, Behind Sachiva-
laya, Ahmedabad.

Kumudchandra M. Mehta,
Manager, Information Centre,
L/47/1 Government Housing Colony,
Ellis Bridge, Ahmedabad-6.

H. P. Yagnik,
Asst. Director of Information,
Jubilee Baug,
Rajkot.

D. R. Shah,
Asst. Director of Information,
Fort,
Surat.

Jay Mande,
Asst. Ditector of Information.
Kothi Kachari,
Baroda.

Publications

"Gujarat", a weekly in Gujarati.
Cir. 12,000; Subscription Rs. 2 per
annum.

"Panchayati Raj" a monthly in Gujarati.
Cir. 14,000; Subscription Rs. 3 per
annum.

"Khedut Bandhu" a monthly in Gujarati.
Cir. 3,000; Subscription Rs. 3 per annum.

"Shram Deep," a monthly in Gujarati.
Cir. 750; Subscription Rs. 4 per annum.

"Nani Bachae", a bi-monthly in Gujarati.
Cir. 3,000; Subscription Rs. 1.50 per
annum.

"Gujarat Reference Annual", an annual
in English, Price Rs. 2.50 per copy.

"Khedut Diary", an annual in Gujarati;
Price Rs. 2.

"Gujarat Deepotsvi", an annual publica-
tion in Gujarati; Price Rs. 2.50.

HIMACHAL PRADESH

The Directorate of Public Relations &
Tourism.
Kennedy Cottage,
SIMLA-4.

Executives

H. K. Mittoo,
Director of Public Relations & Tourism,
Simla-4.

Sujan Singh,
Deputy Director of Public Relations,
Kennedy Cottage, Simla-4.

H. L. Vaidya,
Publicity Officer(Information), Kennedy
Cottage, Simla-4.

Hardayal Singh,
District Public Relations Officer, Dist.
Kinnaur.

B. C. Bharadwaj,
Acting District Public Relations Officer,
Dist. Mahasu.

Shailendra Singh Panwar,
Acting District Public Relations Officer,
Dist. Sirmur.

S. K. Datta,
Acting District Public Relations Officer,
Dist. Bilaspur.

D. P. Joshi,
District Public Relations Officer, Dist.
Mandi.

H. R. Puri,
Acting District Public Relations Officer,
Dist. Chamba.

Publications

"Himprasth" a monthly in Hindi;
Cir, 1,100; Price 25P. per copy.
"Fortnightly News Bulletin".
"Pakshik Samahchar".

JAMMU & KASHMIR

The Directorate of Information,
Jammu & Kashmir Government,
Hq. JAMMU (Winter),
SRINAGAR (Summer).

Executives

G. D. Sharma,
Director of Information,
Jammu/Srinagar.

G. N. Turi,
Information Officer,
Srinagar.

Yash Bhasin,
Information Officer, Jammu.

S. L. Peer,
Information Officer,
Plan Publicity.

Publications

"Kashmir Newsletter", a fortnightly in English.

"Kashmir Ka Khabarnama", a fortnightly in Urdu.

"Kashmir Samachar", a fortnightly in Hindi.

"A Decade of Progress", a publication describing overall development in the State under Five-Year Plans.

"Ladakh Today", a publication on economic and social development in Ladakh.

"Power Development in J & K", a publication on development of Power Potential in Jammu & Kashmir.

KERALA

The Public Relations Department,
Government of Kerala,
Secretariat,
TRIVANDRUM

Executives

M. Divakaran,
Director of Public Relations.

T. J. Rajasekharan,
Information Officer, Trivandrum-1.

P. L. Sebastian,
Information Officer,
District Information Office, Quilon.

T. K. Chathan, Information Officer,
District Information Office, Alleppey.

K. M. Chacko, Information Officer,
District Information Office, Ernakulam.

K. Chandranathan Nair,
Information Officer,
District Information Office, Kottayam.

T. N. Jayadevan,
Information Officer,
District Information Office, Trichur.

E. V. John, Information Officer,
District Information Office, Kozhikode.

S. Rama Iyer,
Information Officer,
District Information Office, Palghat.

T. R. Raman Nampoothiripad,
Information Officer,
District Information Office, Cannanore.

Publications

"Kerala Sandesam", a monthly in Malayalam; Price 15P. per copy.

"Kerala Sandesh", a monthly in English; Price 15P. per copy.

MADHYA PRADESH

The Directorate of Information & Publicity,
Madhya Pradesh,
BHOPAL.

Executives

H. N. Agnihotri,
Director of Information & Publicity,
Madhya Pradesh.

R. S. Dikshit,
Deputy Director of Publicity (Plan).

M. N. Nagar,
Deputy Director of Publicity (News).

D. N. Sharma,
Assistant Director of Publicity (News.).

G. P. Dube,
Assistant Director of Publicity (Admn.).

A. P. Srivastava,
Assistant Director of Publicity (Plan).

S. H. Hassan,
Public Relations Officer (Information
Centre).

R. K. Mishra,
Public Relations Officer.

S. B. Patel,
Public Relations Officer,

J. P. Dube,
Public Relations Officer,

A. K. Chaturvedi,
Information Officer.

V. D. Shukla,
Exhibition Officer.

H. R. Dube,
Information Officer, Indore.

B. P. Vyas,
District Publicity Officer, Bhopal.

S. K. Shukla,
District Publicity Officer, Raipur.

R. S. Maheshwari,
District Publicity Officer, Indore.

G. C. Harad,
District Publicity Officer, Rewa.

S. P. Trivedi,
District Publicity Officer, Bilaspur.

R. P. Tiwari,
District Publicity Officer, Jabalpur.

S. C. Khirwadkar,
District Publicity Officer, Gwalior.

S. L. Verman,
District Publicity Officer, Khandwa.

Shyam Vyas,
District Publicity Officer, Durg.

B. B. Singh Adarsh,
District Publicity Officer, Sagar.

L. P. Purohit,
District Publicity Officer, Raigarh.

R. P. Dwivedi,
District Publicity Officer, Ujjain.

M. C. Goyal,
District Publicity Officer, Vidisha.

S. P. Gandhi,
District Publicity Officer, Khargone.

V. D. Sharma,
District Publicity Officer, Mandsaur.

D. V. P. Bhatnagar,
District Publicity Officer, Morena.

P. N. Chaturvedi,
District Publicity Officer, Chhatarpur.

G. M. Dike,
District Publicity Officer, Dhar.

K. D. Jha,
District Publicity Officer, Jagdalpur.

P. N. Desai,
District Publicity Officer, Balaghat.

K. B. Kapuria,
District Publicity Officer, Hoshangabad.

D. K. Vijiavargiya,
District Publicity Officer, Chhindwara.

Anandsingh,
District Publicity Officer, Shivpuri.

K. R. Parashar,
District Publicity Officer, Ratlam.

S. P. Milind,
Public Relations Assistant, Datia.

N. R. Shukla,
Public Relations Assistant, Surguja.

P. N. Zadu,
Public Relations Assistant, Shahdol.

D. V. Shastri,
Public Relations Assistant, Satna.

M. M. Mishra,
Public Relations Assistant, Panna.

S. J. Telang,
Public Relations Assistant, Tikamgarh.

Mylayamsingh,
Public Relations Assistant, Guna.

K. N. Bajpai,
Public Relations Assistant, Betul.

S. D. Namdeo,
Public Relations Assistant, Sidhi.

G. L. Agnibhoj,
Public Relations Assistant, Damoh.

B. M. Shukla,
Public Relations Assistant,
Narshimhapur.

D. D. Sharma,
Public Relations Assistant, Dewas.

B. S. Bais,
Public Relations Assistant, Jhabua.

S. K. Trivedi,
Public Relations Assistant, Raisen.

J. A. K. Tareen,
Public Relations Assistant, Seoni.

H. C. Khare,
Public Relations Assistant, Mandla.

V. P. Dixit,
Public Relations Assistant, Rajgarh.

Publications

"Madhya Pradesh Sandesh", weekly.
"Gram Sudhar", weekly.

MADRAS

Office of the Information & Publicity
Department,
Government of Madras,
Fort St. George,
MADRAS-9.

Executives

E. Kulandaivelu,
Director of Information & Publicity.

M. Ayyakkannu, B.A. (Hons), District
Publicity Officer, 133, Ustairs, Arani
Trunk Rd., Vellore, N. A. Dt.

T. Kesavan,
District Publicity Officer,
5, Rajagopalachari Rd., Selem-7.

T. M. Kaliappa, District Publicity
Officer, 190, Raja St., Coimbatore.

R. K. Krishnamoorthy, District Publicity
Officer, District Board Building,
Cuddalore-N.T.

R. Vaikuntham, District Publicity Offi-
cer, South Main Rd., Thanjavur.

V. T. Veerappan, District Publicity
Officer, Town Hall, Tiruchirapalli.

S. Radhakrishnan,
District Publicity Officer,
180, West Masi St.,
Madurai.

B. Jeshua Daniel,
District Publicity Officer,
Commercial Tax Office Buildings,
Nagercoil (Kanyakumari District.)

P. Kumaraswamy,
Information Officer,
Information Centre,
180, West Masi St.,
Madurai.

D. H. Thiagaraj,
Officer-in-Charge,
State Information Centre,
Government Estate, Madras-2.

A. Rajamanickam,
District Publicity Officer
3/23/1722, Trinvandrum Road,
Palayamkottai (Tirunelveli Dt.).

R. Nagabushanam,
District Publicity Officer,
Ramnad at Madurai,
No. 54, Tamil Sangam Road,
Madurai.

Publications

"Madras Information" a monthly in
English; Cir. 5,450.

MAHARASHTRA

Directorate of Publicity,
Government of Maharashtra,
Sachivalaya,
Bombay-32 (B.R.)

Executives

Y. H. Pitke,
Director of Publicity.

D. R. Samant,
Deputy Director of Publicity (News).

M. I. R. Mathur,
Deputy Director of Publicity (Admn.).

K. N. Samarth,
Deputy Director of Publicity (Films).

G. S. Patke,
Manager, Information Centre.

V. G. Deshmukh,
Information Officer,

B. G. Samant,
Research Officer,

M. P. Bhishikar,
Publicity Officer.

R. V. Pophale,
Assistant Director of Publicity.

M. K. Deshpande,
Assistant Director of Publicity.

L. T. Mahajan,
Assistant Director of Publicity.

V. R. Shriwadkar,
Assistant Director of Publicity.

S. S. Fatarpekar,
Assistant Director of Publicity (Admn.).

G. S. Khan,
Assistant Director of Publicity.

R. D. Sabnis,
Assistant Director of Publicity.

V. G. Sapre,
Assistant Director of Publicity.

B. S. Huddar
Assistant Director Publicity.

C. P. Mahadik,
Assistant Director of Publicity.

Publications

"Lok Rajya", a fortnightly in English,
Cir. 3,500 Price 25P. per copy, Rs. 5
per annum.

"Lok Rajya" a fortnightly in Marathi,
Cir. 23,000; Price 25P. per copy, Rs. 5
per annum.

"Gram Vikas", a monthly in Marathi,
Cir. 8,000; Price 25 P. per copy, Rs. 3
per annum.

"Alpa Bachat", a monthly in Marathi
Cir. 5,000; Price 12P. per copy, Rs. 1.50
per annum.

"Small-Saver" a monthly in English,
Cir. 1,500; Price 12P. per copy, Rs. 1.50
per annum.

"Maharashtra Police Patrika" a half
yearly in English, Cir.: 1,500; Price 50P.
per copy, Re. 1 per annum.

"Maharashtra Police Patrika", a half
yearly in Marathi, Cir. 1,000; Price 50P.
per copy, Re. 1 per annum.

MYSORE

Office of the Director of Publicity and
Information,
Vidhana Soudha,
P.O. Box No. 27,
BANGALORE-1.

Executives

Shantesh C. Patil,
Director of Publicity & Information,
Bangalore,

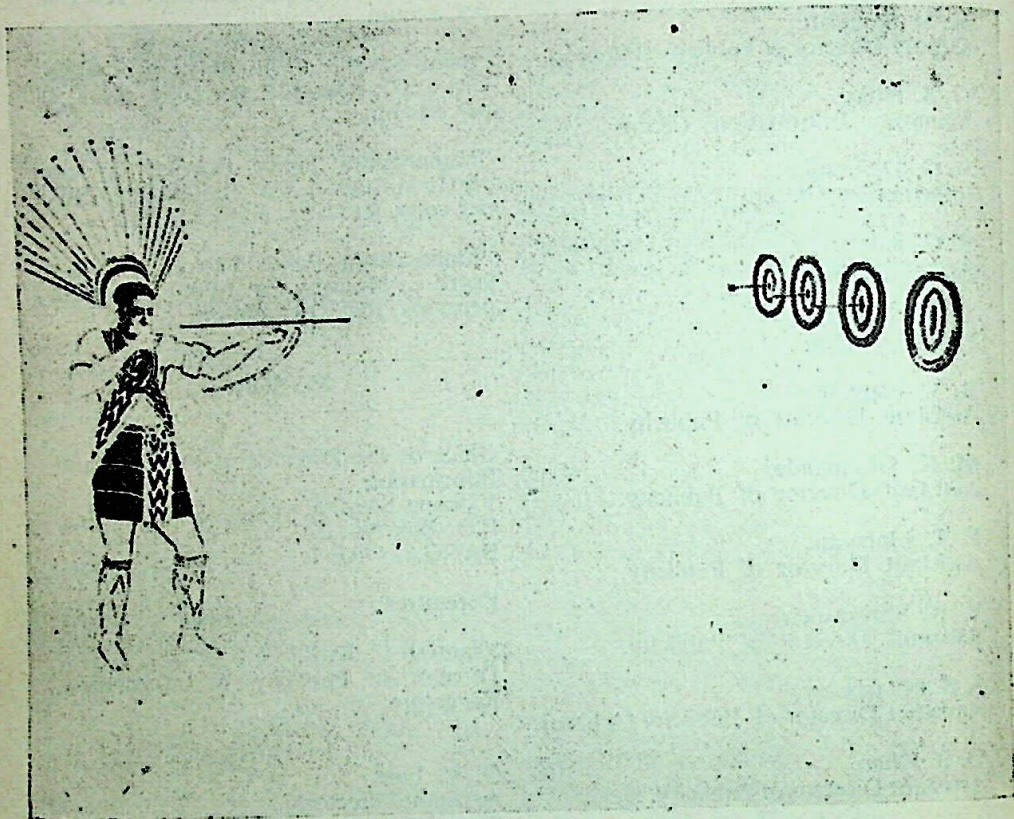
O. V. Iype,
Assistant Director,
State Information Centre, Bangalore.

G. Rudriah,
District Publicity Officer,
District Information Centre, Exhibition
Bldgs., Mysore.

L. S. Iyer,
District Publicity Officer,
District Information Centre, & Dist.
Publicity Office,
Mangalore.

M. P. Mohishi,
District Publicity Officer,
District Information Centre & Publicity
Office,
Karwar.

A Figure Of Determination



So are his fellow Nagas for hitting Plan Targets

Issued by :-

The Directorate of Information & Publicity,

NAGALAND, Kohima.

B. V. Katgade,
Asstt. Director, Gulbarga.

B. G. Kulkarni,
Asst. Director, Belgaum.

M. K. Chinmulgund,
Asst. Director, Office of the Asst. Director of P. & I.
Mysore Dn., Mysore.

G. N. Kulkarni,
Dist. Publicity Officer, Belgaum.

R. M. Purandhara,
Dist. Publicity Officer, Dharwar.

Tapaswikumar,
Dist. Publicity Officer, Bijapur.

V. P. Patil,
Dist. Publicity Officer, Bidar.

R. R. Bellary,
District Publicity Officer, Bellary.

M. K. Mallikarjuna,
District Publicity Officer, Shimoga.

Publications

"Mysore Information" a quarterly in English; Cir. 3,000.
"Panchayat Rajya", a monthly in Kannada; Cir. 10,000 Price 10P.
"Jaya Bheri", a weekly in Kannada; Cir. 15,000.

NAGALAND

Directorate of Information & Publicity,
Government of Nagaland,
KOHIMA.

Chief Executive

H. R. Rattan,
Director of Information and Publicity,
Kohima.

The Directorate has three District Publicity Officers, one each at Kohima, Mokokchung & Tuensang.

ORISSA

Home (Public Relations) Department,
Government of Orissa,
Bhubaneswar.

Executives

S. B. Misra,
Director of Public Relations & Tourism,
and Ex-Officio Deputy Secretary to Government.

P. Mohanty,
Press Information Officer.

Banamali Das,
Information Officer,
State Information Centre,
Bhubaneswar.

M. M. Mishra,
District Public Relations Officer,
Collectorate Bldgs., Cuttack.

H. Mohapatra,
District Public Relations Officer,
Dist. Puri.

P. Pani,
District Public Relations Officer,
Dist. Balasore.

D. Samantray,
District Public Relations Officer,
P.O. Chatrapur, Dist. Ganjam.

B. Raiguru,
District Public Relations Officer,
Dist. Sambalpur.

J. Dash,
District Public Relations Officer,
Dist. Koraput.

D. Panda,
District Public Relations Officer,
Dist. Dhonkanal.

P. C. Mohanty,
District Public Relations Officer,
Dist. Koonjhar.

S. R. Panigrahi,
District Public Relations Officer,
P.O. Baripada, Dist. Mayurbhanj.

B. B. Patnaik,
District Public Relations Officer,
Dist. Sundargarh.

P. C. Mishra,
District Public Relations Officer,
Dist. Bolangir.

B. K. Panigrahi,
District Public Relations Officer,
P.O. Bhawanipatna, Dist. Kalahandi.

B. Mishra,
District Public Relations Officer,
Dist. Phulbani.

Publications

"Orissa Review", an English monthly,
Cir. 1,200; Price 25P. per copy,
Rs. 3 per annum.

"Utkal Prasanga", an Oriya monthly;
Cir. 20,000; Price 12P. per copy, Rs. 2
per annum.

"Panchayati Raj" an Oriya monthly;
Cir. 4,500; Price 25P. per copy, Rs. 2
per annum.

PUNJAB

The Public Relations Department,
5th Floor, New Secretariat,
CHANDIGARH.

Executives

H. C. Khanna,
Director, Public Relations, Tourism,
Cultural Affairs and Deputy Secretary to
Government, Punjab.

Rajendra Nath,
Joint Director,
2E/6, Curzon Rd. Barracks,
New Delhi.

Rajendra Sareen,
Deputy Director (Press), Press Facilities,

A. K. Bhardwaj,
Campaign Officer (Field)
Press publicity.

Publications

"Pasban" a monthly in Urdu; Price 25P.
per copy.

"Jagrati", a monthly in Hindi; Price 25P.
per copy.

"Jagrati", a monthly in Punjabi; Price
25P. per copy.

"Advance", a quarterly in English;
Price 75P. per copy.

"Panchayati Raj" a monthly in Hindi;
Price 15P. per copy.

"Panchayati Raj", a monthly in Punjabi,
Price 15P. per copy.

RAJASTHAN

Directorate of Public Relations,
Government of Rajasthan,
JAIPUR.

Executives

Parmanand Sharma,
Director.

G. N. Bhawan, Additional Director.

S. N. Chaturvedi,
Dy. Director Field Publicity.

K. K. Jai,
Officer-in-charge, Information Centre,

G. L. Joshi,
District Public Relations Officer,
Bikaner/Churu.

Saras Vyogi,
District Public Relations Officer,
Chittor.

Amar Singh Mehta,
District Public Relations Officer,
Bhilwara.

Chattrapati Singh,
District Public Relations Officer, Ajmer.

Megh Raj Shrimali,
District Public Relations Officer,
Jodhpur.

R. D. Vijai Vargiya,
District Public Relations Officer, Udaipur.

Ratanlal Mishra,
District Public Relations Officer, Pali.

Madan Mohan Sharma,
District Public Relations Officer,
Kota/Bundi.

Ranjeet Singh,
District Public Relations Officer,
Dungarpur/Banswara.

Chandra Singh Panwar,
District Public Relations Officer,
Sirohi/Jalore.

Fateh Lal Pandit,
District Public Relations Officer,
Jhalawar.

Guru Prasad Mathur,
District Public Relations Officer, Sawai
Mahdhopur/Tonk.

Ramanlal Acharya,
District Public Relations Officer,
Barmer.

Devi Prasad Sharma,
District Public Relations Officer,
Bharatpur.

Krishna Kumar Dwivedi,
District Public Relations Officer &
Officer-in-Charge,
Information Centre, Alwar.

A. K. Agarwal,
District Public Relations Officer, Jaipur.

M. L. Shukla,
District Public Relations Officer, Nagaur.

Madan Lal Sharma,
Asstt. Public Relations Officer-cum-
incharge, Information Centre, Udaipur.

Mahesh Chandra,
Asstt. Public Relations Officer-cum-
Incharge Information Centre, Kota.

Satya Prakash,
Asstt. Public Relations Officer-cum-
Incharge: Information Centre, Ajmer.

Ugamraj Mahnot,
Asst. Public Relations Officer-cum-
Incharge, Information Centre, Bikaner.

Ganshyam Dhar Tripathi,
Asst. Public Relations Officer-cum-
Incharge, Information Centre, Jodhpur.

Rameshwar Lal Purohit,
Asst. Public Relations Officer-cum-
Incharge Information Centre, Alwar.

Istafa Hussain Fazly,
District Information Officer,
Aligarh.

Ikramullah Khan,
District Information Officer,
Allahabad.

Lakshmilar Verma,
District Information Officer,
Almora.

Badrinath Sharma,
District Information Officer
Azamgarh.

Satishchandra,
District Information Officer,
Bahraich.

Prakash Chandra Gupta,
District Information Officer,
Balua.

Kamlakar Dube,
District Information Officer,
Banda.

Harish Chandra Mehrotra,
District Information Officer,
Barabanki.

Akyabar Lal Shastri,
District Information Officer,
Bareilly.

Abhimanyu Singh Parmar,
District Information Officer, Basti.

Sukumar Chandra Bansal,
District Information Officer,
Bijnor.

Raghunandan Sahaya Saxena,
District Information Officer,
Budaun.

UTTAR PRADESH

The Information Directorate,
Government of Uttar Pradesh,
LUCKNOW.

Executives

G. K. Joshi,
Director Information.

Krishan Kumar Singh,
District Information Officer,
Agra.

Prahlad Singh Vatsa,
District Information Officer,
Bulandshahr.

Prem Mishra,
District Information Officer,
Dehra Dun.

Avdesh Kumar Dube,
District Information Officer,
Deoria.

Mahipal Singh,
District Information Officer,
Etah.

Ramesh Chandra Chaturvedi,
District Information Officer,
Etawah.

Vijay Pratap Singh,
District Information Officer,
Farrukhabad.

Suresh Chandra,
District Information Officer,
Faizabad.

Rudra Nath Shukla,
District Information Officer,
Fatehpur.

Dinesh Chandra,
District Information Officer,
Garhwal.

Rameshwar Nath Ojha,
District Information Officer,
Ghazipur.

Narendra Kumar Verma,
District Information Officer,
Gonda.

Arun Gupt.
District Information Officer,
Gorakhpur.

Narendra Nath Raina,
District Information Officer,
Hamirpur.

Sushil Chandra Gupt,
District Information Officer,
Hardoi.

Shambhunath Tondon,
District Information Officer,
Jalaon.

Tripurari,
District Information Officer,
Jaunpur.

Motilal Gupt,
District Information Officer,
Jhansi.

Vasant Kumar Varma,
District Information Officer,
Kheri.

Vishambhar Nath Shukla,
District Information Officer,
Kanpur.

Zahid Fakhri,
District Information Officer,
Lucknow.

Jagat Prakash Chaturvedi,
District Information Officer,
Mirzapur.

Baljit Shastri,
District Information Officer,
Meerut.

Bhavani Dutt Joshi,
District Information Officer,
Mainpuri.

Yagya Dutt Sharma,
District Information Officer,
Moradabad.

Navin Chandra,
District Information Officer,
Muzaffarnagar.

Rajendra Kumar Pathak,
District Information Officer,
Mathura.

Ganesh Dutt Joshi.
District Information Officer,
Nainital.

Samar Singh Sisodia,
District Information Officer,
Pilibhit.

Vishwanath Singh,
District Information Officer,
Rai Bareli.

Jagdish Narayan Sinha,
District Information Officer,
Pratapgarh.

Bhagwan Swaroop Saxena,
District Information Officer,
Rampur.

Naresh Chandra Sharma,
District Information Officer,
Shahjahanpur.

Chandr Mauli Awasthi,
District Information Officer,
Sitapur.

Saiyad Hussan Mehndi,
District Information Officer,
Sultanpur.

Jai Prakash Gupt,
District Information Officer,
Saharanpur.

Balbhadrnath Kisan,
District Information Officer,
Tehri Garhwal.

Umesh Chandra Mishra,
District Information Officer,
Unnao.

Mewalal,
District Information Officer,
Varanasi.

Publications

"Tripathaga", a monthly in Hindi; Cir. 1,114; Price 75P. per copy.

"Uttar Pradesh", a monthly in English; Cir. 2,075; Price 25P. per copy.

"Naya Daur", a monthly in Urdu; Cir. 2,229; Price 50P. per copy.

"Uttar Pradesh Panchayati Raj", a fortnightly in Hindi; Cir. 3,595; Price 15P. per copy.

हिन्दी समिति के कुछ नये प्रकाशन

मौलिक

		रु० पै०
१—गणित का इतिहास	डा० ब्रज मोहन	९ ५०
२—स्टार्च और उसका व्यवसाय	डा० संत प्रसाद टंडन	७ ५०
३—तेल और उनसे बने पदार्थ	डा० एस० पी० पाठक	९ ५०
४—प्रतीक शास्त्र	श्री परिपूर्णानन्द वर्मा	१० ००
५—हिन्दी उपन्यास कला	डा० प्रताप नारायण टण्डन	६ ५०
६—शैक्षिक समाज शास्त्र	डा० सीताराम जायसवाल	७ ५०
७—ईशावास्य रहस्य	श्री सत्यदेव शास्त्री	२ ५०

अनूदित

१—तारे और मनुष्य	डा० निहाल करण सेठी	५ ५०
२—प्रकाश और वर्ण	श्री भगवती प्रसाद श्रीवास्तव	११ ५०
३—शुद्ध बुद्धि मीमांसा	श्री मोलानाथ शर्मा	९ ५०
४—रंगमंच	श्री श्रीकृष्ण दास	११ ५०
५—आभास और सत्	डा० फतह सिंह	११ ००
६—मूल्य और पूंजी	श्री महेश चन्द्र	९ ५०
७—जाति वर्गों का विकास	डा० उमाशंकर श्रीवास्तव	१२ ५०

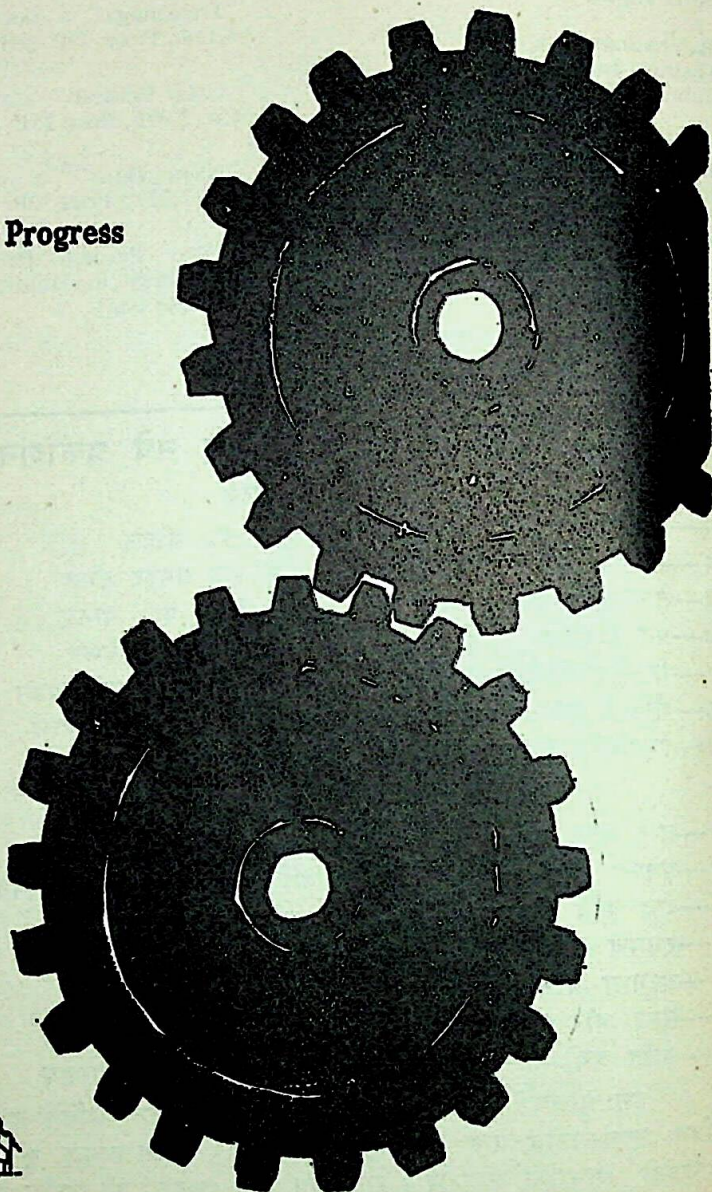
इन पुस्तकों के अतिरिक्त विभिन्न विषयों पर मौलिक तथा अनूदित सौ से अधिक उच्चस्तरीय ग्रन्थ प्रकाशित हो चुके हैं। उत्तम कागज, सुन्दर छपाई, मजबूत जिल्दबंदी, आकर्षक आवरण। सूची पत्र एवं पुस्तकों की खरीद के लिये लिखिए।

सुरेन्द्र तिवारी

सचिव, हिन्दी समिति, एवं सहायक निर्देशक,
सूचना विभाग, लखनऊ।



Partner for Progress



To help one another, each according to his ability — that is real partnership. And only such partnership can win the fight against hunger, poverty and disease. "As

everyone is his brother's keeper, so too must the peoples of the world stand up for one another." (Heinrich Lübke, President of the Federal Republic of Germany.)

The Federal Republic of Germany — a Dependable Partner

DWT-FRG-3660

Foreign Information Offices in India

AUSTRALIA

Address

The Information Attache,
Australian High Commission,
NEW DELHI.

Press Services

A feature service circulates articles of general interest on various aspects of Australian life, particularly student activities in Australia.

Background statements on Australian policies are issued periodically.

Brochures, illustrated booklets, Radio Australia programmes and reference pamphlets on various aspects of Australian life and institutions are available on request.

Publications

Weekly: Sports Newsletter.

Fortnightly: Finance and Commerce Newsletter.

Monthly: Agricultural Newsletter, Aviation Newsletter, Development Newsletter, Education Newsletter, Literary Newsletter, Science Newsletter, Children's Newsletter, Theatre and Arts Newsletter.

Library

There is a reference library of Australian books at the High Commission containing about 2,000 volumes and books are available for public loan without charge.

A limited range of Australian newspapers is kept at the reception room at the High Commission and at: The Australian Trade Commission Office, 34, Golf Links, New Delhi; 52/66, Mahatma Gandhi Road, Mercantile Bank Building, Bombay; and 2, Fairlie Place Calcutta..

AUSTRIA

Address

Austrian Embassy,
3A, Nyaya Marg,
Chankayapuri,
NEW DELHI-21.

Austrian Consulate,
United Bank of India Buildings,
Sir Phirozeshah Mehta Road,
BOMBAY-1.

Austrian Consulate,
16 Netaji Subhas Road,
CALCUTTA-1.

Austrian Consulate,
2 Monteith Lane,
Egmore,
MADRAS-8.

The Austrian Trade Representative
in Bombay.

Queen's Mansion,
Bastion Road,
P.O. Box No. 1385,
BOMBAY-1.

The Austrian Trade Representative in
Calcutta,
2/2 Harington Street,
CALCUTTA-16.

Publications

"Economic News Bulletin" published by the Austrian Trade Representatives in Bombay and Calcutta in English is distributed monthly through them and the Embassy.

"Austria Facts and Figures", "Austria in the Heart of Europe", "Austria Review" and other mainly tourist publications distributed occasionally through the Embassy and Trade Representatives.

"News from Austria" published in Austria in English is distributed weekly to the Indian Press through the Embassy.
Occasional articles and features in English and vernacular languages.

BELGIUM

Address

Embassy of Belgium,
7, Golf Links,
NEW DELHI-3.

Consulate-General for Belgium,
11 Carmichael Road,
BOMBAY-26.

Consulate General for Belgium,
6 Camac Street,
CALCUTTA-16.

Honorary Consulate for Belgium,
1/E Spurtank Road,
Chetput,
MADRAS-31.

Press Services

Economic, social and cultural information about Belgium in the form of booklets, pamphlets and folders.

Publications

"Memo from Belgium" issued monthly about general information and political events of that country.

BRITAIN

Address

British Information Services,
Chankyapuri,
NEW DELHI. Phone: 70371.

British Information Services,
Mercantile Bank Building,
Mahatma Gandhi Road,
BOMBAY. Phone: 255391.

British Information Services,
1, Harrington Street,
CALCUTTA. Phone: 44-5171.

British Information Services,
6 Armenian Street,
MADRAS. Phone: 23941.

Press Services

Regular cyclostyled Press releases issued.

Publications

"This is Britain" an illustrated, fortnightly review of news and events in English and nine regional languages.

"Economic Record", a monthly survey of economic affairs in English.

"Trade Topics", a monthly bulletin projecting new British products in English.

"Labour Review", a quarterly digest of news and views on labour questions in Britain in English.

"Commonwealth Today", an illustrated magazine in colour published eight times a year in English and seven regional languages.

"Britain", an official handbook published annually.

"Good Business", a quarterly review of British industrial and commercial techniques.

Library

B.I.S. Reading Room, Indra Palace,
H-Block, Connaught Circus, New Delhi.
Phone: 40714.

B.I.S. Reading Room, Mercantile Bank Building, Mahatma Gandhi Road, Bombay. Phone: 255391.

B.I.S. Reading Room, 4 Old Court House Street, Calcutta. Phone 23-7292.

B.I.S. Reading Room, 6 Armenian Street, Madras. Phone: 23941.

BULGARIA

Address

Embassy of the People's Republic of Bulgaria,
198 Golf Links Colony,
NEW DELHI.

Publications

"News from Bulgaria", a monthly bulletin in English (printed).

"News from Bulgaria", a fortnightly bulletin in Hindi, Urdu, Bengali and Malayalam (cyclostyled).

CANADA

Address

Information Office,
Canadian High Commission,
13, Golf Links Road,
NEW DELHI.

Press Services

Press Releases and statements of Canadian Government policy are issued periodically. Reference papers, "Statements and Speeches", brochures, and illustrated booklets are available on request.

Publications

"Canadian Bulletin," a monthly.
"Canada", an official handbook published annually.

Library

Reference Library at Canadian High Commission Annexe, 13 Golf Links Road, New Delhi.

CEYLON

Address

Ceylon High Commission,
224 Jor Bagh Nursery,
NEW DELHI-3.

The Ceylon Trade Commission,
Ceylon House,
Bruce Street,
BOMBAY-1.

The Assistant High Commissioner,
3 Shaffee Mohammed Road,
Rutland Gate,
MADRAS-6.

Press Services

Briefing and information materials provided.

Publications

"Ceylon Newsletter" (weekly).

Library

Facilities available at the above addresses.

CUBA

Address

Embassy of Cuba,
40 Ratendone Road,
NEW DELHI.

Publications

"Information from Cuba", a monthly dealing with varied subjects.
"News from Cuba", a weekly in English and Hindi.

CZECHOSLOVAKIA

Address

Embassy of the Czechoslovak Socialist Republic,
Information Section,
45-46 Sunder Nagar,
NEW DELHI.

Consulate-General of Czechoslovak Socialist Republic,
Peddar Road,
BOMBAY-26.

Consulate-General of the Czechoslovak Socialist Republic,
127 Southern Avenue,
CALCUTTA-29.

Press Services

All publications, information pamphlets and books on the economic, political and cultural life of Czechoslovakia are supplied to newspapers, bona fide libraries and public organisations.

Publications

"Czechoslovakia", a monthly published locally in English.

"Czechoslovak Lite" published in Prague.

"Latest News from Czechoslovakia," published daily in English, available to daily newspapers and news agencies.

"Czechoslovakia News" published fortnightly in English, Hindi, Punjabi, Urdu and Kannada.

"News Orient" bi-monthly; "Prague Newsletter" fortnightly; "Czechoslovak Women" quarterly; "Czechoslovak Trade Union", issued every six weeks; "Czechoslovak Films"; "Czechoslovak Sports"; "Czechoslovak Co-operative" in English published from Prague, "For you from Czechoslovakia", "Czechoslovak Foreign Trade", "Czechoslovak Heavy Industry", "Czechoslovak Glass Review", "Kovo Export".

FINLAND

Address

Finnish Embassy,
43-A Prithviraj Road,
NEW DELHI-11.

Trade Commission for Finland,
Chartered Bank Building,
Mahatma Gandhi Road,
P.O. Box No. 73,
BOMBAY-1.

Finnish Consulate,
2 Netaji Subhas Road,
P.O. Box No. 209,
CALCUTTA-1.

Finnish Consulate,
5 Mclean Street,
P.O. Box No. 37,
MADRAS-1.

Publications

The Embassy gets from Finland from time to time a supply of selected books in English dealing with different matters for distribution purpose.

FRANCE

Address

French Embassy,
2 Aurangzeb Road,
NEW DELHI-11.

Office of the Counsellor for Economic Affairs,
130 Jor Bagh,
NEW DELHI-3.

Office of the Counsellor for Cultural Affairs,
17, Jor Bagh,
NEW DELHI-3.

Alliance Francaise,
17, Jor Bagh,
NEW DELHI-3.

French Consulate General,
26 Park Mansion,
Park Street,
CALCUTTA-61.

Alliance Francaise,
26 Park Mansion,
Park Street,
CALCUTTA-16.

French Consulate General,
Vulcan Insurance Building,
5th floor,
Church Gate Reclamation,
BOMBAY.

Alliance Francaise,
French Bank Building,
Homji Street,
BOMBAY.

French Consulate General,
PONDICHERRY.

Alliance Francaise,
Rue Suffern
PONDICHERRY.

French Consulate General,
7 Centaph Road,
Teynampeth,
MADRAS-8.

Alliance Francaise,
3 Commander-in-Chief Road,
MADRAS-8.

Publications

"News from France", an English monthly magazine published from New Delhi.

(WEST) GERMANY

Address

Embassy of the Federal Republic of Germany,

6 Shantipath,
Chanakyapuri,
NEW DELHI.

Consulate-General of the Federal
Republic of Germany,
Dugal House,
Road No. 3,
Backbay Reclamation.
BOMBAY-1.

Consulate-General of the Federal
Republic of Germany,
Ilaco House,
1/3 Brabourne Road,
CALCUTTA-1.

Consulate-General of the Federal
Republic of Germany,
I.O.B. Building,
151, Mount, Road,
MADRAS-2.

Press

The Press Bureau of German
Industry,
(Association of German Companies
active in India),
136 Golf Links,
NEW DELHI-3.

The Press Bureau of German
Industry,
C/o German Social Centre,
ROURKELA-2 (Orissa).

Press Services

Press Releases, Backgrounders,
Weekly Newsletters; Feature Ser-
vice and Article Digests; Brochures;
Photographs.

Publications

"German News Weekly", an English
weekly magazine published from
New Delhi, 5 nP. per copy; Annual
subs. Rs. 2.

Library

Facilities at German Cultural Insti-
tutes, Max Muller Bhavans at:

1. E-Block, Connaught Place, and
3 Curzon Road,
NEW DELHI.
2. Ilaco House,
1/3 Brabourne Road,
CALCUTTA.

3. 150-A Mount Road,
MADRAS.
4. 5 Museum Road,
BANGALORE.
5. Eden Bagh,
Ramkote,
HYDERABAD.

GHANA

Address

The Information Section,
Ghana High Commission in India,
2 Golf Links,
NEW DELHI-3.

Press Services

The Information Section issues
Press Releases, feature articles and
periodicals to the Indian Press.

Publications

"Ghana Newsweek", a weekly sum-
mary of events and developments in
Ghana.
"Ghana Today", a fortnightly bulle-
tin on events and developments in
Ghana published at London office.
"Ghana Reconstructs", a monthly
magazine on events and develop-
ments in Ghana published by the
Ghana Information Services, Accra,
"New Ghana", a fortnightly maga-
zine covering events and develop-
ments in the social, political and
economic life of the people of Ghana.
"Ghana Foreign Affairs", a monthly
bulletin published by the Ministry
of Foreign Affairs, provides the
public and interested agencies with
information and reference material
on Ghana's foreign relations and
contains reports on the current
work and activities of the Ministry
of Foreign Affairs. It includes Press
Releases issued by the President's
Office, and the Ministry of Foreign
Affairs. Important statements, selec-
ted speeches on Ghana's foreign re-
lations, information on treaties and
international agreements to which
Ghana is a party are also included.

Library

Facilities are available at the High
Commission.

INDONESIA

Address

Embassy of the Republic of Indonesia,
Information Service of Indonesia,
50-A, Chanakyapuri,
NEW DELHI.

Indonesian Consulate,
13/1 Old Court House Street,
CALCUTTA.

Indonesian Consulate,
Lincoln Annexe,
17 Altamount Road,
BOMBAY-26.

Publications

In Hindi, Urdu and English languages:
"Features from Indonesia".
"News from Indonesia".

IRAN

Address

Iranian Embassy,
6 Barakhamba Road,
NEW DELHI.

The Consulate-General of Iran,
Baldota Bhavan,
117, Queen's Road,
BOMBAY-1.

Iranian Cultural House,
36 Netaji Subhas Marg,
Daryaganj,
DELHI.

Iranian Cultural House,
Opp. Charni Road Station,
33 Queen's Road,
BOMBAY-1.

Library

All centres are equipped with Persian books, newspapers, magazines and some English newspapers from Iran.

IRAQ

Address

Embassy of the Republic of Iraq,
D-24 South Extension Part II,

Ring Road,
NEW DELHI-16.

Publications

"Press Release", weekly news bulletin.
"New Iraq", a monthly or bi-monthly issued regularly from New Delhi.
Miscellaneous publications on topics of national interest issued from Baghdad.

JAPAN

Address

Embassy of Japan,
Plot No. 4 & 5,
50-G Chanakyapuri,
Shantipath,
NEW DELHI-21.

Japan Information Centre,
10, Curzon Road,
NEW DELHI.

Consulate-General of Japan,
Kashmir House,
19 Nepean Road,
BOMBAY-6.

Consulate-General of Japan,
12 Pretoria Street,
CALCUTTA-16.

Publications

"Information Bulletin", fortnightly.
"Japan" in Pictures" monthly.
"Japan" monthly.
"Orient/West" monthly.
"Statistical Survey of Economy of Japan" yearly.
"Statistical Handbook of Japan", yearly.
"Information Bulletin", yearly digest of the fortnightly information bulletin.
"Asian Medical Journal", a monthly.
"Glimpses of Asia", quarterly.
"Facts about Japan", English & Hindi series, Hindi edition available in Delhi.
"The Japan of Today", yearly Hindi edition at Delhi, Bengali at Calcutta.
"Japan Times" daily Japan Times Weekly Survey.
"Japan Times" monthly, Japan series of picture post cards.
"Your Guide to Japan" tourist pamphlet.
"Inside Japan", a monthly.
"The Japanese Press", yearly.

"The Japan Architect", monthly.
 "Seeing Japan, Japan's Visitor's Guide, (Monthly).
 "Japanese Films", yearly.
 "Unijapan Films", quarterly.
 "Radio Japan News", monthly.
 "Picture Set", yearly.

Library

Facilities are available at all four addresses above and literature is issued free of charge.

MALAYSIA

Address

High Commission for Malaysia,
 Malaysia House,
 143 Sunder Nagar,
 NEW DELHI-11.

Press Services

Photo Library, News items, Background notes of important events.

Publications

Malaysia News (feature service).
 Malaysia News (weekly bulletin and news summaries)
 Malaysia Samachar (Weekly Hindi bulletin and News Services)
 Malaysia Seithi (Weekly Tamil bulletin and News Service)
 Malaysia News (Press release).

Library

There is a small library containing about 700 books on various subjects, including political, economic and cultural progress of Malaysia. The books are for purpose of reference and not generally loaned to the public. However, the public is welcome to make use of the facilities.

The reading room contains principal English newspapers of Malaysia and India, besides various magazines and periodicals published in Malaysia. Publications are also distributed free to the public on request.

MOROCCO

Address

Embassy of the Moroccan Kingdom,
 199, Jor Bagh,
 NEW DELHI-3.

Publications

"News from Morocco". The Embassy brings this out occasionally.

NETHERLANDS

Address

Royal Netherlands Embassy,
 4 Ratendone Road,
 NEW DELHI. Phone: 618171.

Press and Cultural Section: Phone: 619031.

Publications

"The Netherlands", a monthly published in New Delhi.

"Science and Research in the Netherlands", a monthly published in New Delhi.

A monthly "List of scientific and learned books published in Netherlands" issued in New Delhi.

Monthly Bulletin in Tamil, Malayalam, Marathi, Gujarati, Bengali, Punjabi, Hindi, Telugu, Kannada and Urdu published in New Delhi.

"The Netherlands Quarterly for Schools" published by "Holland Abroad" in the Netherlands.

NEW ZEALAND

Address

New Zealand High Commission,
 39, Golf Links Road,
 NEW DELHI-3.

Publications

Cyclostyled news-sheets for New Zealanders resident in India or for those who are particularly interested in news from New Zealand.

PAKISTAN

Address

High Commission for Pakistan,
 Information Section,
 Shantipath, Chanakyapuri
 NEW DELHI.

9 Circus Avenue,
CALCUTTA

Dahlia House,
Kench's Terrace,
SHILLONG.

Press Services

Press releases in English and Urdu.

Publications

"Pakistan News" (English) issued from Delhi.

Pakistani magazines in English, Urdu, Pushtu, Bengali, Sindhi, Arabic and Persian; Tourist literature, documentary films, articles, photographs, Books; some Pakistani publications in Urdu and other informative material available on request.

POLAND

Address

The Press Office of the Polish Embassy,
22 Golf Links,
NEW DELHI-3.

Office of the Polish Commercial Counsellor,
42-44 Sunder Nagar,
NEW DELHI-3.

The Polish Consulate,
13, Cammac Street,
CALCUTTA.

The Polish Consulate,
40/A Peddar Road,
BOMBAY-26.

Press Services

The Press Office issues Press notes at times on important developments. Articles and Feature Service in English and in several major languages of India.

Publications

"Polish Facts on File", a fortnightly which outlines the policies of Poland, internal and external.

"Poland 1944-1964", an illustrated publication in Hindi and English distributed free to all interested.

Sample copies of "Poland", "Polish Review", "Radar", and "Polish Perspectives" available.

SPAIN

Address

Spanish Embassy,
12 Prithviraj Road,
NEW DELHI-11.

Publications

Distributes material like tourist literature published in Spain in English.

SUDAN

Address

The Embassy of the Republic of the Sudan,
147 Sunder Nagar,
NEW DELHI.

Press Services

Press releases are sent to the organisations which are on the mailing Embassy's list.

Publications

Sudan Newsletter (monthly).

Library

Embassy can provide for official documentation and books or booklets.

UNITED STATES OF AMERICA

Address

United States Information Service,
Bahawalpur House,
Sikandra Road,
NEW DELHI.

United States Information Service,
The International,
16 Queen's Road,
BOMBAY-1.

United States Information Service,
158 Mount Road,
MADRAS.

Publications

"American Reporter", a fortnightly published in English, Hindi, Marathi, Gujarati, Telugu, Tamil, Malayalam and Bengali; Subscription: Re. 1 for one year, Rs. 2 for two years.

"Span", a monthly published in English, Subscription Rs. 4 for one year, Rs. 7 for two years.

"The American Review", a quarterly published in English; Subscription: Rs. 3 for one year, Rs. 5 for two years.

"Radio Newsletter", a monthly published in English; Subscription: 50P per annum.

Republic of Yugoslavia,
13, Sunder Nagar,
NEW DELHI.

Consulate-General of Yugoslavia,
Vaswani Mansions,
Dinsha Vachha Road,
BOMBAY-1.

Consulate-General of Yugoslavia,
6, Ballygunge Park Road,
CALCUTTA.

Press Services

Important information published in English distributed free when received from Yugoslavia.

Publications

"Yugoslav Life", a monthly published in English.

"Review" Yugoslav Monthly Magazine, published in English.

"Review of International Affairs", a fortnightly published in English.

Library

American libraries at Bombay, Calcutta, Madras and Delhi have an aggregate of 117,303 books, and American Cultural Centres at Bangalore, Guntur, Hyderabad, Lucknow, Patna and Trivandrum possess 57,141 books. Books are lent free of charge.

YUGOSLAVIA

Address

Embassy of the Socialist Federal

The Madhya Pradesh Laghu Udyog Nigam Ltd.

Activities taken up:—

1. Procurement of Controlled and/or Imported Raw Materials.
2. Marketing of Finished Products of Small Industrial Units and running of Emporia & Sales Depots.
3. Supply of Indigenous Machines in the State on Hire-Purchase.
4. Construction of Industrial Work Sheds and Development of Industrial Areas.
5. Running of Production Centres.

Enquiries solicited:

THE MADHYA PRADESH LAGHU UDYOG NIGAM LTD.

(M. P. GOVERNMENT UNDERTAKING)

60, BAXI BAGH, INDORE

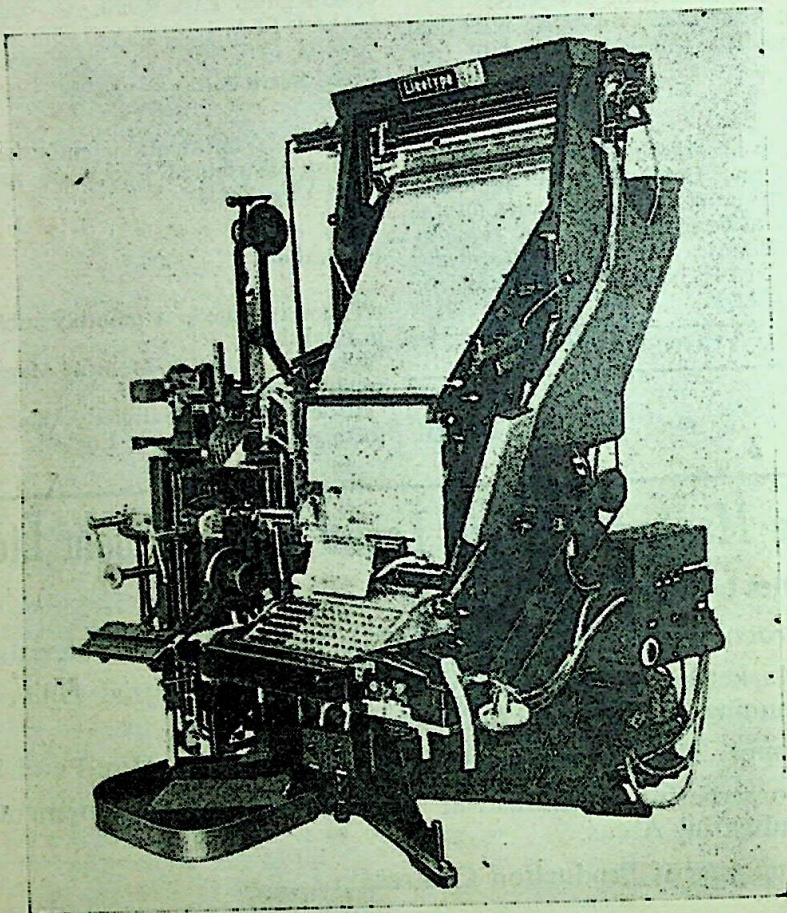
Post Box No. 86

Tel. 7249

Gram: "LAGHUDYOG"

Supreme for high-speed setting
Model 79
Linotype

One of the new Seventy series. Cruises at 12 lines a minute. The fastest machine for manual and tape operating. Steep angle magazines ensure maximum efficiency of matrix assembly and distribution.



LINOTYPE & MACHINERY LIMITED

(Incorporated in England)

14 Madan Street, Calcutta-13

11-13 Horniman Circle,
Fort, Bombay-1

6 Club House Road,
Mount Road, Madras-2

LIONEL EDWARDS (PRIVATE) LTD.

LIONEL EDWARDS (PRIVATE) LTD.

**LOOK !
I'm
GROWING
already**

J. B. MANGHARAM'S

**ENERGY
FOOD**

BISCUITS

So delicious, so nourishing, so
appetising, these biscuits are essential
for the growth of children.



J.B. MANGHARAM & CO.

Gwalior & Hyderabad (India)

GAYWAT 13.8/27

Press Gallery in Parliament

Secretaries of both Houses of Parliament (the 'upper' known as Council of States or Rajya Sabha, and the 'lower' known as House of the People or Lok Sabha) are aware of the need to provide facilities to correspondents of Indian and foreign newspapers and news agencies for the better coverage of parliamentary proceedings.

LOK SABHA

Facilities enjoyed by Press Correspondents

The following are the facilities that the Lok Sabha Secretariat provides to journalists accredited to the House as Press Correspondents:

- (i) Press Gallery facilities;
- (ii) Supply of parliamentary papers;
- (iii) Reference facilities (including supply of information on general parliamentary matters);
- (iv) Central Hall and Lobby facilities;
- (v) Miscellaneous facilities.
- (i) Press Gallery Facilities: The Press Gallery in the Lok Sabha provides seating accommodation for 98 parliamentary correspondents. On occasions when important discussions take place in the House, additional number are present and adjust themselves within the accommodation available.

Of these, about 60 seats in the first two rows of the gallery are allotted to specific newspapers and news agencies in consultation with the Press Gallery Committee. Each of the 98 seats is equipped with a loudspeaker nearby. The 60 seats in the first two rows are also provided with small writing desks.

Press Gallery Passes: Correspondents are admitted to the

Press Gallery on production of a Press Gallery pass, which is non-transferrable. This is issued for each session separately and is renewable from session to session.

A newspaper or news agency, if eligible as under, may make an application provided the journalist for whom the Press pass is sought satisfies the conditions given below.

Indian news agency: No specific conditions of eligibility are laid down, but the guiding factors are the number of teleprinter lines that the news agency operates and the total number of its subscribers.

An Indian newspaper, whether English or Indian language, must have a minimum circulation of 10,000 copies.

A journalist working in an Indian newspaper or news agency must have had five years' active experience in journalism before a Press Gallery pass can be issued to him.

All applications for Press Gallery cards for correspondents must be made by the Editor or the Director of the Indian newspaper/news agency to the Secretary, Lok Sabha Secretariat, Parliament House, New Delhi-1, through the Government of the State or territory under whose jurisdiction the paper is published or the news agency has its principal Office.

In the case of foreign news agencies and newspapers, Press Gallery passes are issued only to such correspondents as are accredited to the Central Government and are, in addition,

recommended by the Press Information Bureau.

A visiting journalist is issued a temporary Press Gallery pass for a period not exceeding a week on application made by him to the Secretary, Lok Sabha Secretariat (address as above). Such a request must be recommended by two members of the Press Gallery Committee.

- (ii) **Supply of Parliamentary Papers:** In order to enable Press Correspondents to follow the proceedings carefully the following material is supplied to them:—

- (a) Daily Agenda papers including lists of Questions (supplied at the entrance to the Press Gallery).
- (b) Copies of Bills introduced, Reports of Parliamentary Committees presented to the House.
- (c) Sets of answers to the Questions are supplied to Indian news agencies at the end of Question Hour.
- (d) Copies of Daily Bulletins.

- (iii) **Reference Facilities:** The Information and Publicity Branch of the Lok Sabha Secretariat keeps the following for the purpose of reference by Press Correspondents:

- (a) Printed copies of Debates of previous sessions and cyclostyled copies of the current session.
- (b) Reports of Parliamentary Committees.
- (c) Papers laid on the table.
- (d) Files of Bulletins, synopses of Debates, Agenda sets, etc.

(It also maintains a small Press Library containing books on parliamentary practice and procedure, Members' Who's Who, India Code, Year Books, dictionaries and other books generally needed by Press Correspondents).

- (iv) **Central Hall and Lobby Facilities:** Senior journalists who have been in the profession for

at least 15 years are given the privilege of access to the Lobbies of the House at the discretion of the Speaker. At present, the number of correspondents to be granted Lobby passes is limited to 20.

Press Correspondents who have experience of reporting the proceedings of Parliament or State Legislatures for at least 10 years are given the privilege of access to the Central Hall.

Both Lobby correspondents and Central Hall pass-holders have the facility of having close contact with Members of Parliament within the precincts of Parliament House.

- (v) **Miscellaneous Facilities:** All matters coming under facilities to Press Correspondents are attended to exclusively by the Assistant Information Officer who is the officer-in-charge of the Information and Publicity Branch. He serves as a liaison officer between the Lok Sabha Secretariat and Press Correspondents, newspapers and government publicity organisations.

For any information needed on Parliament in general, and on the proceedings of the Lok Sabha and parliamentary committees and all other related matters, Press Correspondents need not spend time in trying to go to the concerned officers, but approach the Assistant Information Officer who can supply them the necessary information or material without delay.

When the House is in session, parliamentary committees present their reports to the House. To help correspondents, the Information and Publicity Branch arranges for the issue of Press releases on these reports, bringing forth the salient points in the reports.

Facilities in Press Rooms

Three Rooms, Nos. 59, 60 and 61 in Parliament House, are furnished with chairs and writing tables, and set apart for the use of

Press Correspondents. Correspondents of news agencies and leading newspapers work in these Press Rooms and prepare their reports on the proceedings of Parliament. A telephone is provided in each room by the Lok Sabha Secretariat for the general use of correspondents. In addition, there are ten telephone booths in the Press Rooms; three newspapers and five news magazines have at present kept their own telephones in these booths to facilitate the work of their correspondents.

Number of Press Gallery Passes issued

During the 10th Session of the Third Lok Sabha (November-December 1964) about 250 Press Gallery cards were issued on a sessional basis to Press Correspondents representing some 150 newspapers and news agencies; 16 of them enjoyed lobby privilege, while another 67 enjoyed the privilege of access to the Central Hall.

RAJYA SABHA

Facilities enjoyed by Press Correspondents

The following are the facilities that the Rajya Sabha Secretariat provides to journalists accredited to the House as Press Correspondents:

- (i) Press Gallery facilities;
 - (ii) Supply of parliamentary papers;
 - (iii) Lobby facilities.
- (i) **Press Gallery Facilities:** There are 76 seats in the Press Gallery of the Rajya Sabha. Of these, 19 seats in the first two rows are allotted to specific newspapers/news agencies. Each of these seats has been provided with a loudspeaker, and 29 seats in the first three rows have small writing desks.

Press Gallery Passes: A Press Gallery card is issued to journalists on behalf of newspapers and news agencies. The entitlement to the use of the Press Gallery is at the discretion of the Chairman of the Rajya Sabha. The card is non-transferrable, is

issued for each session separately and is renewable from session to session.

Indian newspapers/news agencies are admitted to the Press Gallery of the Rajya Sabha after taking into consideration the circulation (in the case of dailies, this should normally be not less than 10,000) and/or the general standing of the newspaper/news agency concerned.

Foreign newspapers/news agencies are admitted on the recommendation of the Press Information Bureau, Government of India, New Delhi.

Applications for cards for admission to the Press Gallery should be made in writing and addressed to the Secretary, Rajya Sabha Secretariat, Parliament House, New Delhi-1, ordinarily not less than seven days before the date from or on which the card is required for use.

Applications for such cards on behalf of a newspaper or news agency in India, which has not been previously represented in the Press Gallery of the Rajya Sabha, should be forwarded through the Government of the State in which the newspaper or news agency has its principal office. Such an application must be signed by the Editor of the newspaper or the Manager/Director of the news agency for whose representative the card is required.

Applications from foreign correspondents for such cards should be signed by the applicants and forwarded to the Secretary, Rajya Sabha Secretariat (address above), through the Press Information Bureau, Government of India, New Delhi.

Visiting journalists are issued temporary cards generally on the recommendation of two journalists who hold Press Gallery cards of the Rajya Sabha.

- (ii) **Supply of Parliamentary Papers:** The following material is sup-

plied to Press Correspondence to facilitate their work.

- (a) Daily Agenda papers including lists of Questions.
- (b) Copies of Bills introduced and Reports of Parliamentary Committees presented to the House.
- (c) Sets of Answers to the Questions at the end of Question Hours.
- (d) Copies of daily Parliamentary Bulletins.

(iii) **Lobby Facilities:** Lobby passes may be issued at the discretion of the Chairman of the Rajya

Sabha to journalists of standing holding Press Gallery cards. Correspondents who have already been granted lobby facilities will ordinarily continue to have these facilities if they renew their applications for Press Gallery cards with lobby facilities each session.

Number of Press Gallery Passes issued

During the November-December 1964 session of the Rajya Sabha 257 Press Gallery passes were issued to Press Correspondents representing some 110 newspapers and news agencies.

MEMBERS OF THE PRESS GALLERY COMMITTEE OF THE LOK SABHA FOR 1964-65

Name	Address	Name	Address
K. Rangaswamy (Chairman)	49 Lodi Estate, New Delhi.	K. Subramaniam	D-11/70 Pandara Road, New Delhi.
J. P. Chaturvedi (Secretary)	55 Kaka Nagar, New Delhi.	C. V. Vishwanath	143, Kaka Nagar, New Delhi.
Sailen Chatterjee	9-B Pandara Road, New Delhi.	Krishan Bhatia	97 Lodi Estate, New Delhi.
A. N. Das	2 Lytton Lane, New Delhi.		



Ship Your Cargo by

Scindia Vessels

OUR OVERSEAS SERVICES EXTEND TO U.K. CONTINENT, SCANDINAVIAN PORTS, U.S.S.R., U.S.A. AND GREAT LAKES/EASTERN CANADIAN PORTS.

OUR COASTAL SERVICES COVER THE COASTLINES OF INDIA, WEST AND EAST PAKISTAN, CEYLON AND BURMA.

CABLE: { Overseas : SAMUDRAPAR
Coastal : JALANATH

PHONE : 268161 (12 Lines)

Shipments by Scindia Ships Help India

To Save and to Earn Foreign Exchange

THE SCINDIA STEAM NAVIGATION CO. LTD.

SCINDIA HOUSE, Ballard Estate, BOMBAY

New Delhi Office : 60 Jor Bagh Tel : 611291

Press Laws

The Working Journalists (Conditions of Service)
and Miscellaneous Provisions Act, 1955 — 139

The Working Journalists (Conditions of Service)
and Miscellaneous Provisions Bill 1955 — 151

The Prize Competitions Act, 1955 — 157

The Parliamentary Proceedings (Protection of Publication)
Act, 1956 — 163

DAILY BASUMATI

EDITOR : Sri Vivekananda Mukherjee

Premier and Popular Bengali Newspaper with a Wide Circulation

SAPTAHIK BASUMATI

(Illustrated Bengali News Weekly)

EDITOR : Sm. Jayanti Sen

A progressive modern Bengali Weekly which appears every Thursday

MONTHLY BASUMATI

*Top-ranking Illustrated Bengali Monthly Magazine with
highest Circulation*

EDITOR : Sri Pranatosh Ghattack

The Basumati Private Limited

166, Bepin Behari Ganguly Street, Calcutta-12

Phones : 34-7771, 34-7772, 34-7773

The Largest National Group in Western India

JANMABHOOMI

Group Of Newspapers

BOMBAY

JANMABHOOMI

Leading Gujarati Daily with
class readership.

PRAVASI

Largest circulated Gujarati
Weekly for the family.

VYAPAR

The only Gujarati Bi-weekly
for commerce and finance
with highest circulation of bi-
weeklies of its kind in India.

GUJARAT

P R A T A P (Surat)

Leading Gujarati Daily
covering the whole of
South Gujarat.

SAURASHTRA

PHULCHHAB (Rajkot)

The oldest Gujarati Daily for
Saurashtra people-whenever
they are.

KUTCH

KUTCHMITRA (Bhuj)

Largest circulated nationalist
Daily of Kutch.

Proprietors :

SAURASHTRA TRUST

Janmabhoomi Bhavan, Ghoga Street,
Fort, Bombay-1.

The Working Journalists (Conditions of Service) and Miscellaneous Provisions Act, 1955

ACT NO. 45 OF 1955

An Act to regulate certain conditions of service of working journalists and other persons employed in newspaper establishments.

BE it enacted by Parliament in the Sixth Year of the Republic of India as follows:—

CHAPTER I

Preliminary

1. (1) This Act may be called the Working Journalists (Conditions of Service) and Miscellaneous Provisions Act, 1955. Short title and extent

(2) It extends to the whole of India except the State of Jammu and Kashmir.

2. In this Act, unless the context otherwise requires,— Definitions

(a) "Board" means the Wage Board constituted under section 9;

(b) "Newspaper" means any printed periodical work containing public news or comments on public news and includes such other class of printed periodical work as may from time to time, be notified in this behalf by the Central Government in the Official Gazette;

(c) "newspaper employee" means any working journalist, and includes any other person employed to do any work in, or in relation to, any newspaper establishment;

(d) "newspaper establishment" means an establishment under the control of any person or body of persons, whether incorporated or not, for the production or publication of one or more newspapers or for conducting any news agency or syndicate;

(e) "prescribed" means prescribed by rules made under this Act ;

(f) "working journalist" means a person whose principal avocation is that of a journalist and who is employed as such in, or in relation to, any newspaper establishment, and includes an editor, a leader-writer, news editor, sub-editor, feature-writer, copy-taster, reporter, correspondent, cartoonist, newsphotographer and proof-reader, but does not include any such person who—

(i) is employed mainly in a managerial or administrative capacity or,

(ii) is being employed in a supervisory capacity, performs, either by the nature of the duties attached to his office or by reason of the powers vested in him, functions mainly of a managerial nature;

(g) all words and expressions used but not defined in this Act and defined in the Industrial Disputes Act, 1947, shall have the meanings respectively assigned to them in that Act.

CHAPTER II

Working Journalists

Act 14 of 1947 to
apply to working
journalists

3. (1) The provisions of the Industrial Disputes Act, 1947, as in force for time being, shall, subject to the modification specified in sub-section (2), apply to, or in relation to, working journalists as they apply to, or in relation to, workmen within the meaning of that Act.

(2) Section 25F of the aforesaid Act, in its application to working journalists, shall be construed as if in clause (a) thereof, for the period of notice referred to therein in relation to the retrenchment of workman, the following periods of notice in relation to the retrenchment of a working journalist had been substituted, namely:—

(a) six months, in the case of an editor, and

(b) three months in the case of any other working journalist.

Special provisions
in respect of cer-
tain cases of re-
trenchment

4. Where at any time between the 14th day of July, 1954, and the 12th day of March, 1955, any working journalist had been retrenched, he shall be entitled to receive from the employer—

(a) wages for one month at the rate of which he was entitled immediately before his retrenchment, unless he had been given one month's notice in writing before such retrenchment; and

(b) compensation which shall be equivalent to fifteen day's average pay for every completed year of service under that employer or any part thereof in excess of six months.

5. (1) Where—

Payment of gratuity

(a) any working journalist has been in continuous service, whether, before or after the commencement of this Act, for not less than three years in any newspaper establishment, and—

(i) his services are terminated by the employer in relation to that newspaper establishment for any reason whatsoever, otherwise than as a punishment inflicted by way of disciplinary action; or

(ii) he retires from service on reaching the age of superannuation; or

(b) any working journalist has been in continuous service, whether before or after the commencement of this Act, for not less than ten years in any newspaper establishment, and he voluntarily resigns on or after the 1st day of July, 1961, from service in that newspaper establishment on any ground whatsoever other than on the ground of conscience; or

(c) any working journalist has been in continuous service, whether before or after the commencement of this Act, for not less than three years in any newspaper establishment, and he voluntarily resigns on or after the 1st day of July, 1961, from service in that establishment on the ground of conscience; or

(d) any working journalist dies while he is in service in any newspaper establishment.

the working journalist or, in the case of his death, his nominee or nominees or, if there is no nomination in force at the time of the death of the working journalist, his family, as the case may be, shall, without prejudice to any benefits or rights accruing under the Industrial Disputes Act, 1947, be paid on such termination, retirement, resignation, or death, by the employer, in relation to that establishment gratuity which shall be equivalent to fifteen days' average pay for every completed year of service or any part thereof in excess of six months:

Provided that in the case of a working journalist referred to in clause (b), the total amount of gratuity that shall be payable to him shall not exceed twelve and half month's average pay:

Provided further that where a working journalist is employed in any newspaper establishment wherein not more than six working journalists were employed on any day of the twelve months immediately preceding the commencement of this Act, the gratuity payable to a working journalist employed in any such newspaper establishment for any period of service before such commencement shall not be equivalent to fifteen days' average pay for every completed year of service or any part thereof in excess of six months but shall be equivalent to—

(a) three days' average pay for every completed year of service or any part thereof in excess of six months, if the period of such past service does not exceed five years;

(b) five days' average pay for every completed year of service or any part thereof in excess of six months, if the period of such past service exceeds five years but does not exceed ten years; and

(c) seven days' average pay for every completed year of service or any part thereof in excess of six months, if the period of such past service exceeds ten years.

Explanation—For the purposes of this sub-section and sub-section (1) of section 17, "family" means—

(i) in the case of a male working journalist, his widow, children, whether married or unmarried and his dependent parents and the widow and children of his deceased son;

Provided that a widow shall not be deemed to be a member of the family of the working journalist if at the time of his death she was not legally entitled to be maintained by him:

(ii) in the case of a female working journalist, her husband, children, whether married or unmarried, and the dependent parents of the working journalist or of her husband, and the widow and children of her deceased son:

Provided that if the working journalist has expressed her desire to exclude her husband from the family, the husband and his dependent parents shall not be deemed to be a part of the working journalist's family.

and in either of the above two cases, if the child of a working journalist or of a deceased son of working journalist has been adopted by another person and if under the personal law of the adopter, adoption is legally recognised, such a child shall not be considered as a member of the family of the working journalist.

(2) Any dispute whether a working journalist has voluntarily resigned from service in any newspaper establishment on the ground of conscience shall be deemed to be an industrial dispute within the meaning of the Industrial Disputes Act, 1947, or any corresponding law relating to investigation and settlement of industrial disputes in force in any State.

(3) Where a nominee is a minor and the gratuity under sub-section (1) has become payable during his minority, it shall be paid to a person appointed under sub-section (3) of section 5A:

Provided that where there is no such person, payment shall be made to any guardian of the property of the minor appointed by a competent court or where no such guardian has been appointed, to either parent of the minor, or where neither parent is alive, to any other guardian of the minor:

Provided further that where the gratuity is payable to two or more nominees, and either or any of them dies, the gratuity shall be paid to the surviving nominee or nominees.

5A. (1) Notwithstanding anything contained in any law for the time being in force, or in any disposition, testamentary or otherwise in respect of any gratuity payable to a working journalist, where a nomination made in the prescribed manner purports to confer on any person the right to receive payment of the gratuity for the time being due to the working journalist, the nominee shall, on the death of the working journalist, become entitled to the gratuity and to be paid by sum due in respect thereof to the exclusion of all other persons, unless the nomination is varied or cancelled in the prescribed manner.

Nomination by
working journa-
list

(2) Any nomination referred to in sub-section (1) shall become void if the nominee predeceases, or where there are two or more nominees, all the nominees predecease, the working journalist making the nomination.

(3) Where the nominee is a minor, it shall be lawful for the working journalist making the nomination to appoint any person in the prescribed manner to receive the gratuity in the event of his death during the minority of the nominee.

6. (1) Subject to any rules that may be made under this Act, no working journalist shall be required or allowed to work in any newspaper establishment for more than one hundred and forty-four hours during any period of four consecutive weeks, exclusive of the time for meals.

Hours of work

(2) Every working journalist shall be allowed during any period of seven consecutive days rest for a period of not less than twenty-four consecutive hours, the period between 10 a.m. and 6 p.m. being included therein.

Explanation—For the purposes of this section, “week” means a period of seven days beginning at mid-night on Saturday.

7. Without prejudice to such holidays, casual leave or other kinds of leave as may be prescribed, every working journalist shall be entitled to—

Leave

(a) earned leave on full wages for not less than one-eleventh of the period spent on duty;

(b) leave on medical certificate on one-half of the wages for not less than one-eighteenth of the period of service.

8. (1) The Central Government may, in the manner hereinafter provided,—

Fixation or re-
vision of rates of
wages

(a) fix rates of wages in respect of working journalists;

(b) revise, from time to time, at such intervals as it may think fit, the rates of wages fixed under this section or specified in the order made under section 6 of the Working Journalists (Fixation of Rates of Wages) Act, 1958.

(2) The rates of wages may be fixed or revised by the

Central Government in respect of working journalists for time work and for piece work.

Procedure for fixing and revising rates of wages

9. For the purpose of fixing or revising rates of wages in respect of working journalists under this Act, the Central Government shall, as and when necessary, constitute a Wage Board which shall consist of—

(a) two persons, representing employers in relation to newspaper establishments;

(b) two persons representing working journalists;

(c) three independent persons, one of whom shall be a person who is, or has been, a Judge of a High Court or the Supreme Court and who shall be appointed by that Government as the Chairman thereof.

Recommendation by Board

10. (1) The Board shall, by notice published in such manner as it thinks fit, call upon newspaper establishments and working journalists and other persons interested in the fixation or revision of rates of wages of working journalists to make such representations as they may think fit as respects the rates of wages which may be fixed or revised under this Act in respect of working journalists.

(2) Every such representation shall be in writing and shall be made within such period as the Board may specify in the notice and shall state the rates of wages which, in the opinion of the person making the representation, would be reasonable, having regard to the capacity of the employer to pay the same or to any other circumstances, whichever may seem relevant to the person making the representation in relation to his representation.

(3) The Board shall take into account the representations aforesaid, if any, and after examining the materials placed before it make such recommendations as it thinks fit to the Central Government for the fixation or revision of rates of wages in respect of working journalists; and any such recommendation may specify whether prospectively or retrospectively, the date from which the rates of wages should take effect.

(4) In making any recommendations to the Central Government, the Board shall have regard to the cost of living, the prevalent rates of wages for comparable employment, the circumstances relating to the newspaper industry in different regions of the country and to any other circumstances which to the Board may seem relevant.

Powers and procedure of the Board

11. (1) Subject to the provisions contained in subsection (2), the Board may exercise all or any of the powers which an Industrial Tribunal constituted under the Industrial Disputes Act, 1947, exercises for the adjudication of an industrial dispute referred to it and shall, subject to the provisions contained in this Act, and the rules if any, made thereunder, have power to regulate its own procedure.

(2) Any representations made to the Board and any documents furnished to it by way of evidence shall be open to

inspection on payment of such fee as may be prescribed, by any person interested in the matter.

(3) If, for any reason, a vacancy occurs in the office of Chairman or any other member of the Board, the Central Government shall fill the vacancy by appointing another person thereto in accordance with the provisions of section 9 and any proceeding may be continued before the Board so reconstituted from the stage at which the vacancy occurred.

12. (1) As soon as may be, after the receipt of the recommendations of the Board, the Central Government shall make an order in terms of the recommendations or subject to such modifications, if any, as it thinks fit, being modifications which, in the opinion of the Central Government, do not effect important alterations in the character of the recommendations.

Powers of Central Government to enforce recommendations of the Wage Board

(2) Notwithstanding anything contained in sub-section (1), the Central Government may, if it thinks fit,—

(a) make such modifications in the recommendations, not being modifications of the nature referred to in sub-section (1), as it thinks fit:

Provided that before making any such modifications, the Central Government shall cause notice to be given to all persons likely to be affected thereby in such manner as may be prescribed, and shall take into account any representations which they may make in this behalf in writing; or

(b) refer the recommendations or any part thereof to the Board in which case, the Central Government shall consider its further recommendations and make an order either in terms of the recommendations or with such modifications of the nature referred to in sub-section (1) as it thinks fit.

(3) Every order made by the Central Government under this section shall be published in the Official Gazette together with the recommendations of the Board relating to the order and the order shall come into operation on the date of publication or on such date, whether prospectively or retrospectively, as may be specified in the order.

13. On the coming into operation of an order of the Central Government under section 12, every working journalist shall be entitled to be paid by his employer wages at the rate which shall in no case be less than the rate of wages specified in the order.

Working journalists entitled to wages at rates not less than those specified in the order

13.A. (1) Notwithstanding anything contained in this Act, where the Central Government is of opinion that it is necessary so to do, it may, after consultation with the Board, by notification in the Official Gazette, fix interim rates of wages in respect of working journalists.

Power of Government to fix interim rates of wages

(2) Any interim rates of wages so fixed shall be binding on all employers in relation to newspaper establishments and every working journalist shall be entitled to be paid wages at a rate which shall, in no case, be less than the interim rates of wages fixed under sub-section (1).

(3) Any interim rates of wages fixed under sub-section (1) shall remain in force until the order of the Central Government under section 12 comes into operation.

CHAPTER III

Application of certain Acts to newspaper employees

Act 20 of 1964 to apply to newspaper establishments

14. The provisions of the Industrial Employment (Standing Orders) Act, 1946, as in force for the time being shall apply to every newspaper establishment wherein twenty or more newspaper employees are employed or were employed on any day of the preceding twelve months as if such newspaper establishment were an industrial establishment to which the aforesaid Act had been applied by a notification under sub-section (3) of section 1 thereof, and as if a newspaper employee were a workman within the meaning of that Act.

Act 19 of 1952 to apply to newspaper establishments

15. The Employees' Provident Funds Act, 1952, as in force for the time being, shall apply to every newspaper establishment in which twenty or more persons are employed on any day, as if such newspaper establishment were a factory to which aforesaid Act had been applied by a notification of the Central Government under sub-section (3) of section 1 thereof, and as if a newspaper employee were an employee within the meaning of that Act.

CHAPTER IV

Miscellaneous

Effect of Laws on agreements in consistent with this Act

16. (1) The provisions of this Act shall have effect notwithstanding anything inconsistent therewith contained in any other law or in the terms of any award, agreement or contract of service, whether made before or after the commencement of this Act:

Provided that where under any such award, agreement, contract of service or otherwise a newspaper employee is entitled to benefits in respect of any matter which are more favourable to him than those to which he would be entitled under this Act, the newspaper employee shall continue to be entitled to the more favourable benefits in respect of that matter, notwithstanding that he receives benefits in respect of other matters under this Act.

(2) Nothing contained in this Act shall be construed to preclude any newspaper employee from entering into an agreement with an employer for granting him rights or privileges in respect of any matter which are more favourable to him than those to which he would be entitled under this Act.

Recovery of money due from an employer

17. (1) Where any amount is due under this Act to a newspaper employee from an employer, the newspaper employee himself, or any person authorised by him in writing in this behalf, or in the case of the death of the employee, any member of his family may, without prejudice to any other mode of recovery, make an application to the State Government for the recovery of the amount due to him, and if the State Government, or such authority, as the State Government may specify in this behalf, is satisfied that any amount is so due, it

shall issue a certificate for that amount to the Collector and the Collector shall proceed to recover that amount in the same manner as an arrear of land revenue.

(2) If any question arises as to the amount due under this Act to a newspaper employee from his employer, the State Government may, on its own motion or upon application made to it, refer the question to any Labour Court constituted by it under the Industrial Disputes Act, 1947, or under any corresponding law relating to investigation and settlement of industrial disputes in force in the State and the said Act or law shall have effect in relation to the Labour Court as if the question so referred were a matter referred to the Labour Court for adjudication under that Act or law.

(3) The decision of the Labour Court shall be forwarded by it to the State Government which made the reference and any amount found due by the Labour Court may be recovered in the manner provided in sub-section (1).

17A. Every employer in relation to a newspaper establishment shall prepare and maintain such registers, records and muster-rolls and in such manner as may be prescribed.

Maintenance of registers, records, and muster-rolls

17B. (1) The State Government may, by notification in the Official Gazette, appoint such persons as it thinks fit to be Inspectors for the purposes of this Act and may define the local limits within which they shall exercise their functions.

Inspectors

(2) Any Inspector appointed under sub-section (1) may for the purpose of ascertaining whether any of the provisions of this Act or of the Working Journalists (Fixation of Rates of Wages) Act, 1958, have been complied with in respect of a newspaper establishment—

(a) require an employer to furnish such information as he may consider necessary;

(b) at any reasonable time enter any newspaper establishment or any premises connected therewith and require any one found in charge thereof to produce before him for examination any accounts, books, registers and other documents relating to the employment of persons or the payment of wages in the establishment;

(c) examine with respect to any matter relevant to any of the purposes aforesaid, the employer, his agent or servant or any other person found in charge of the newspaper establishment or any premises connected therewith or any person whom the Inspector has reasonable cause to believe to be or to have been an employee in the establishment;

(d) make copies of or take extracts from any book, register or other documents maintained in relation to the newspaper establishment;

(e) exercise such other powers as may be prescribed.

(3) Every Inspector shall be deemed to be a public servant within the meaning of the Indian Penal Code.

(4) Any person required to produce any document or thing or to give information by an Inspector under sub-section (2) shall be legally bound to do so.

Penalty

18. (1) If any employer contravenes any of the provisions of this Act or any rule or order made thereunder he shall be punishable with fine which may extend to two hundred rupees.

(1A) Whoever, having been convicted of any offence under this Act, is again convicted of an offence involving the contravention of the same provision shall be punishable with fine which may extend to five hundred rupees.

(1B) Where an offence has been committed by a company, every person who, at the time the offence was committed, was in charge of, and was responsible to, the company for the conduct of the business of the company, as well as the company, shall be deemed to be guilty of the offence and shall be liable to be proceeded against and punished accordingly;

Provided that nothing contained in this sub-section shall redner any such person liable to any punishment provided in this section, if he proves that the offence was committed without his knowledge or that he exercised all due diligence to prevent the commission of such offence.

(1C) Notwithstanding anything contained in sub-section (1B), where an offence under this section has been committed by a company and it is proved that the offence has been committed with the consent or connivance of, or that the commission of the offence is attributable to, any gross negligence on the part of any director, manager, secretary or other officer of the company, such director, manager, secretary or other officer shall also be deemed to be guilty of such offence and shall be liable to be proceeded against and punished accordingly.

(1D) For the purposes of this section,—

(a) "company" means any body corporate and includes a firm or other association of individuals; and

(b) "director" in relation to a firm means a partner in the firm.

(2) No court inferior to that of a presidency magistrate or a magistrate of the first class shall try any offence punishable under this section.

(3) No court shall take cognizance of an offence under this section, unless the complaint thereof is made within six months of the date on which the offence is alleged to have been committed.

Indemnity

19. No suit, prosecution or other legal proceeding shall lie against the Chairman or any other member of the Board or an Inspector appointed under this Act, for anything which is in good faith done or intended to be done.

19A. No act or proceeding of the Board shall be questioned on the ground merely of the existence of any vacancy in, or defect in the constitution of the Board.

Defects in appointments not to invalidate acts

19B. Nothing in this Act or the Working Journalists (Fixation of Rates of Wages) Act, 1958, shall apply to any working journalist who is an employee of the Government to whom the Fundamental and Supplementary Rules, Civil Services (Classification, Control and Appeal) Rules, Civil Services (Temporary Service) Rules, Revised Leave Rules, Civil Service Regulations, Civilians in Defence Services (Classification, Control and Appeal) Rules or the Indian Railway Establishment Code or any other rules or regulations that may be notified in this behalf by the Central Government in the Official Gazette, apply.

Saving

20. (1) The Central Government may, by notification in the Official Gazette, make rules to carry out the purposes of this Act.

Power to make rules

(2) In particular and without prejudice to the generality of the foregoing power, such rules may provide for all or any of the following matters, namely:—

- (a) payment of gratuity to working journalists;
- (b) hours of work of working journalists;
- (c) holidays, earned leave, leave on medical certificate, casual leave or any other kind of leave admissible to working journalists;
- (d) the procedure to be followed by the Board in the discharge of its functions under this Act;
- (e) the form of nominations, and the manner in which nominations may be made;
- (f) the manner in which any person may be appointed for the purposes of sub-section (3) of section 5A;
- (g) the variation or cancellation of nominations;
- (h) the manner of giving notice under clause (a) of sub-section (2) of section 12;
- (i) the registers, records and muster-rolls to be prepared and maintained by newspaper establishments, the forms in which they should be prepared and maintained and the particulars to be entered therein;
- (j) the powers that may be exercised by an Inspector;
- (k) any other matter which has to be, or may be, prescribed.

(3) Every rule made under this section shall be laid as soon as may be after it is made before each House of Parliament while it is in session for a total period of thirty days

which may be comprised in one session or in two successive sessions, and if before the expiry of the session in which it is so laid or the session immediately following, both Houses agree in making any modification in the rule or both Houses agree that the rule should not be made, the rule shall thereafter have effect only in such modified form or be of no effect, as the case may be; so however that any such modification or annulment shall be without prejudice to the validity of anything previously done under that rule.

21. (Repeal of Act 1 of 1955) Repealed by the Repealing and Amending Act, 1960 (58 of 1960), s. 2 and Sch. 1.

FERTILIZER CORPORATION OF INDIA

KEY ROLE IN INDIA'S GROWING ECONOMY

The Fertilizer Corporation of India is the biggest producer of chemical fertilizers in the country. The total capacity of the Corporation's existing production units and the chain of its new projects, when completed, will be 637,000 tonnes of nitrogen and 153,500 tonnes of phosphate annually.

55½ lakh tonnes of nitrogenous fertilizers, valued at Rs. 166 crores, so far produced in the Corporation's operating factories have made a very substantial contribution in enriching the soil and increasing crop yields.

The Corporation has built up adequate technical know-how. In fact, it is now equipped to design, engineer and build two major fertilizer plants a year.

(FERTILIZER CORPORATION OF INDIA,
NEW DELHI)

BILL NO. XIII OF 1955

The Working Journalists (Conditions of Service) and Miscellaneous Provisions Bill 1955

(AS INTRODUCED IN THE RAJYA SABHA)

A BILL

*to regulate certain conditions of service of working journalists
and other persons employed in newspaper establishments.*

BE it enacted by Parliament in the Sixth Year of the
Republic of India as follows:—

CHAPTER I

PRELIMINARY

1. (1) This Act may be called the Working Journalists
(Conditions of Service) and Miscellaneous Provisions Act,
1955. Short title, extent
and commence-
ment

(2) It extends to the whole of India except the State of
Jammu and Kashmir.

(3) It shall come into force on such date as the Central
Government may, by notification in the Official Gazette,
appoint.

2. In this Act, unless the context otherwise requires— Definitions

(a) "Board" means the Minimum Wage Board consi-
tuted under section 8;

(b) "newspaper" has the meaning assigned to it in
the Press and Registration of Books Act, 1867;

XXV of 1867

(c) "newspaper employee" means any working jour-
nalist, and includes any other person employed to do any
work in, or in relation to, any newspaper establishment;

(d) "newspaper establishment" means any establish-
ment for the production or publication of a newspaper,

and includes any news agency or syndicate supplying material for publication in any newspaper;

(e) "prescribed" means prescribed by rules made under this Act;

(f) "working journalist" means a person whose principal avocation is that of a journalist and who is employed as such in, or in relation to, any newspaper establishment, and includes an editor, a leader-writer, news editor, sub-editor, feature-writer, copy-taster, reporter, correspondent, cartoonist, news-photographer and proof-reader, but does not include any such person who—

(i) is employed mainly in a managerial or administrative capacity, or

(ii) being employed in a supervisory capacity, performs, either by the nature of the duties attached to his office or by reason of the powers vested in him, functions mainly for a managerial nature;

(g) all words and expressions used but not defined in this Act and defined in the Industrial Disputes Act, 1947, shall have the meanings respectively assigned to them in that Act.

XIV of 1947

CHAPTER II

WORKING JOURNALISTS

Act XIV of 1947
to apply to work-
ing journalists

XIV of 1947

3. (1) The provisions of the Industrial Disputes Act, 1947, as in force for the time being, shall, subject to the modification specified in sub-section (2), apply to, or in relation to, working journalists as they apply to, or in relation to, workmen within the meaning of that Act.

(2) Section 25 of the aforesaid Act, in its application to working journalists, shall be construed as if in clause (a) thereof, for the period of notice referred to therein in relation to the retrenchment of a workman, the following periods of notice in relation to the retrenchment of a working journalist had been substituted, namely:—

(a) three months, in the case of an editor, a leader-writer and news editor and such other working journalist as may be prescribed; and

(b) one month, in the case of any other working journalist.

Special provisions
in respect of cer-
tain cases of re-
trenchment

4. Where at any time between the 14th day of July, 1954 and the 12th day of March, 1955, any working journalist had been retrenched, he shall be entitled to receive from the employer—

(a) wages for one month at the rate of which he was entitled immediately before his retrenchment, unless he had been given one month's notice in writing before such retrenchment; and

(b) compensation which shall be equivalent to fifteen days' average pay for every completed year of service under that employer or any part thereof in excess of six months. ■

5. (1) Where—

Payment of gratuity

(a) any working journalist has been in continuous service, whether before or after the commencement of this Act, for not less than three years in any newspaper establishment, and—

(i) his services are terminated by the employer in relation to that newspaper establishment for any reason whatsoever, otherwise than as a punishment inflicted by way of disciplinary action, or

(ii) he voluntarily resigns from service from that newspaper establishment, or

(b) any working journalist dies while he is in service in any newspaper establishment,

the working journalist or, as the case may be, his heirs shall be paid, on such termination, resignation or death, by the employer in relation to that establishment gratuity which shall be equivalent to fifteen days' average pay for every completed year of service or any part thereof in excess of six months.

(2) Notwithstanding anything contained in sub-section (1), where a working journalist is employed in any newspaper establishment wherein not more than ten working journalists were employed on any day of the twelve months immediately preceding the commencement of this Act, the gratuity payable to a working journalist employed in any such newspaper establishment for any period of service before such commencement shall be equivalent to —

(a) three days' average pay for every completed year of service or any part thereof in excess of six months, if the period of such past service does not exceed five years;

(b) five days' average pay for every completed year of service or any part thereof in excess of six months, if the period of such past service exceeds five years but does not exceed ten years; and

(c) seven days' average pay for every completed year of service or any part thereof in excess of six months, if the period of such past service exceeds ten years.

6. (1) Subject to any rules that may be made under this Act, no working journalist shall be required or allowed to work in any newspaper establishment for more than one hundred and sixty hours during any period of four consecutive weeks, exclusive of the time for meals.

Hours of work

(2) Every working journalist shall be allowed during any period of seven consecutive days rest for a period of not less than twenty-four consecutive hours, the period between 10 a.m. and 6 p.m. being included therein.

Explanation—For the purposes of this section, 'week' means a period of seven days beginning at mid-night on Saturday.

Annual leave

7. Without prejudice to such holidays, casual leave or other kinds of leave as may be prescribed, every working journalist shall for each year of completed service in any newspaper establishment, be entitled to—

(a) earned leave for a period of thirty days on average pay; and

(b) leave on medical certificate for a period of twenty days on half average pay.

Constitution of Minimum Wage Board

8. (1) The Central Government may, by notification in the Official Gazette, constitute a Minimum Wage Board for fixing minimum rates of wages in respect of working journalists in accordance with the provisions of this Act.

(2) The Board shall consist of an equal number of persons nominated by the Central Government to represent employers in relation to newspaper establishments and working journalists, and an independent person shall be appointed by the Central Government as the Chairman thereof.

Fixation of minimum wages

9. (1) In fixing minimum wages in respect of working journalists, the Board shall have regard to the cost of living, the prevalent rates of wages for comparable employments, the circumstances relating to the newspaper industry in different regions of the country, and to any other circumstances which to the Board may seem relevant.

(2) The Board may fix minimum wages for time work and for piece work.

(3) The decision of the Board fixing minimum wages shall be communicated as soon as practicable to the Central Government.

Publication of the decision of the Board and its commencement

10. (1) The decision of the Board shall, within a period of one month from the date of its receipt by the Central Government, be published in such manner as the Central Government thinks fit.

(2) The decision of the Board published under sub-section (1) shall come into operation with effect from such date as may be specified in the decision, and where no date is so specified, it shall come into operation on the date of its publication.

Powers and procedure of the Board

11. Subject to any rules of procedure which may be prescribed, the Board may, for the purpose of fixing minimum rates of wages, exercise the same powers and follow the same procedure as an Industrial Tribunal constituted under the Industrial Disputes Act, 1947, exercises or follows for the purpose of adjudicating an industrial dispute referred to it.

XIV of 1947

Decision of the Board to be binding on all employers

12. The decision of the Board shall be binding on all employers in relation to newspaper establishments and every working journalist shall be entitled to be paid wages at a rate which shall, in no case, be less than the minimum rate of wages fixed by the Board.

CHAPTER III

APPLICATION OF CERTAIN ACTS TO NEWSPAPER EMPLOYEES

13. The provisions of the Industrial Employment (Standing Orders) Act, 1946, as in force for the time being, shall apply to every newspaper establishment wherein twenty or more newspaper employees are employed or were employed on any day of the preceding twelve months as if such newspaper establishment were an industrial establishment to which the aforesaid Act had been applied by a notification under sub-section (3) of section 1 thereof, and as if a newspaper employee were a workman within the meaning of that Act.

Act XX of 1946
to apply to newspaper establishments

XX of 1946

14. The Employees' Provident Funds Act, 1952, as in force for the time being, shall apply to every newspaper establishment in which twenty or more persons are employed on any day, as if such newspaper establishment were a factory to which the aforesaid Act had been applied by a notification of the Central Government under sub-section (3) of section 1 thereof, and as if a newspaper employee were an employee within the meaning of that Act.

Act XIX of 1952
to apply to newspaper establishments.

XIX of 1952

CHAPTER IV

MISCELLANEOUS

15. (1) The provisions of this Act shall have effect notwithstanding anything inconsistent therewith contained in any other law or in the terms of any award, agreement or contract of service, whether made before or after the commencement of this Act:

Effect of laws and agreements inconsistent with this Act

Provided that where under any such award, agreement or contract of service, a newspaper employee is entitled to benefits in respect of any matter which are more favourable to him than those to which he would be entitled under this Act, the newspaper employee shall continue to be entitled to the more favourable benefits in respect of that matter under that award, agreement or contract of service, notwithstanding that he receives benefits in respect of other matters under this Act.

(2) Nothing contained in this Act shall be construed to preclude any newspaper employee from entering into an agreement with an employer for granting him rights or privileges in respect of any matter which are more favourable to him than those to which he would be entitled under this Act.

16. Where any money is due to a newspaper employee from an employer under any of the provisions of this Act, whether by way of compensation, gratuity or wages, the newspaper employee may, without prejudice to any other mode of recovery, make an application to the State Government for the recovery of the money due to him, and if the State Government or such authority as the State Government may specify in this behalf is satisfied that any money is so due, it shall issue a certificate for that amount to the Collector and the Collector shall proceed to recover that amount in the same manner as an arrear of land revenue.

Recovery of money due from an employer

17. (1) If any employer contravenes the provisions of Penalty

section 5, he shall be punishable with fine which may extend to two hundred rupees.

(2) No court inferior to that of a presidency magistrate or a magistrate of the first class shall try any offence punishable under this section.

(3) No court shall take cognizance of an offence under this section, unless the complaint thereof is made within six months of the date on which the offence is alleged to have been committed.

Indemnity

18. No suit, prosecution or other legal proceedings shall lie against the Chairman or any other member of the Board for anything which is in good faith done or intended to be done.

Powers to make rules

19. (1) The Central Government may, by notification in the Official Gazette, make rules to carry out the purposes of this Act.

(2) In particular and without prejudice to the generality of the foregoing power, such rules may provide for all or any of the following matters, namely:—

(a) payment of gratuity to working journalists;

(b) hours of work of working journalists;

(c) holidays, earned leave, leave on medical certificate, casual leave or any other kind of leave admissible to working journalists;

(d) the procedure to be followed by the Board in fixing minimum rates of wages;

(e) the manner in which the decision of the Board may be published;

(f) any other matter which has to be, or may be, prescribed.

(3) All rules made under this section shall, as soon as practicable after they are made, be laid before both Houses of Parliament.

Repeal of Act I of 1955

20. The Working Journalists (Industrial Disputes) Act, 1955, is hereby repealed.

THE CUTTACK UNITED CENTRAL COOPERATIVE BANK LTD.
CUTTACK-2. (Phone—841).

For prosperity of 22,00,000 agricultural population.
 Observes all practices and principles of Banking.
 Attracts all deposits. Offers decent interest
 extending to 7%.

The Prize Competitions Act, 1955

ACT NO. 42 OF 1955

An Act to provide for the control and regulation of prize competitions.

Whereas it is expedient to provide for the control and regulation of prize competitions:

And whereas the Legislatures of the States of Andhra, Bombay, Madras, Orissa, Uttar Pradesh, Hyderabad, Madhya Pradesh, Patiala and East Punjab States Union and Saurashtra have passed resolutions in terms of clause (1) of article 252 of the Constitution in relation to the above mentioned matter and matters ancillary thereto insofar as such matters are matters enumerated in List II in the Seventh Schedule to the Constitution.

Be it enacted by Parliament in the Sixth Year of the Republic of India as follows:—

1. (1) This Act may be called the Prize Competitions Act, 1955.

Short title, extent and commencement

(2) It extends to the territories which, immediately before the 1st November, 1956, were comprised in the States of Andhra, Bombay, Madras, Orissa, Uttar Pradesh, Hyderabad, Madhya Pradesh, Patiala and East Punjab States Union and Saurashtra and all Part C States.

(3) It shall come into force on such date as the Central Government may, by notification in the official Gazette, appoint.

2. In this Act, unless the context otherwise requires—

Definitions

(a) "licensing authority" means any officer or authority appointed by the State Government, by notification in the Official Gazette, for the purpose of granting licences under this Act;

(b) "money" includes a cheque, postal order or money order;

(c) "prescribed" means prescribed by rules made under this Act;

(d) "prize competition" means any competition whether called a cross-word prize competition, a mis-

sing word prize competition, a picture prize competition or by any other name) in which prizes are offered for the solution of any puzzle based upon the building up, arrangement, combination or permutation, of letters, words or figures.

Interpretation

3. For the purposes of this Act,—

(a) references to printing shall be construed as including references to writing and other modes of representing or reproducing letters, words or figures in a visible form; and

(b) documents or other matters shall be deemed to be distributed if they are distributed to persons or places within or outside the territories to which this Act extends and the word 'distribution' shall be construed accordingly.

Prohibition of prize competitions where the prize offered exceeds one thousand rupees a month

4. No person shall promote or conduct any prize competition or competitions in which the total value of the prize or prizes (whether in cash or otherwise) to be offered in any month exceeds one thousand rupees; and in every prize competition, the number of entries shall not exceed two thousand.

Licensing of prize competitions where the prize offered does not exceed one thousand rupees a month

5. Subject to the provisions of section 3, no person shall promote or conduct any prize competition or competitions in which the total value of the prize or prizes (whether in cash or otherwise) to be offered in any month does not exceed one thousand rupees unless he has obtained in this behalf a licence granted in accordance with the provisions of this Act and the rules made thereunder.

Licences for prize competitions

6. (1) Every person desiring to obtain a licence referred to in section 5 shall make an application in writing to the licensing authority in such form and manner as may be prescribed,

(2) On the receipt of such application, the licensing authority, after making such inquiry as it considers necessary, shall, by order in writing, either grant the licence or refuse to grant the licence.

(3) Where the licensing authority refuses to grant a licence it shall record a brief statement of the reasons for such refusal and furnish a copy thereof to the applicant.

(4) The fees on payment of which, the period, for which, the conditions subject to which, and the form in which a licence may be granted shall be such as may be prescribed.

Promoters of prize competitions to keep accounts and submit the same to the licensing authority

7. Every person who promotes or conducts a prize competition in accordance with the provisions of this Act and the rules made thereunder shall keep accounts relating to such competition and submit to the licensing authority a statement of accounts in such form and at such intervals as may be prescribed.

Power to cancel or suspend licences

8. (1) The licensing authority may, after giving the holder of any licence under this Act a reasonable opportunity of being heard, cancel or suspend the licence on any one or more of the following grounds, namely:—

(a) that there has been a breach of any of the conditions subject to which the licence was granted;

(b) that the holder of the licence has contravened any of the provisions of section 7.

(2) Whenever a licence is cancelled or suspended the licensing authority shall record a brief statement of the reasons for such cancellation or suspension and furnish a copy thereof to the person whose licence has been cancelled or suspended.

9. If any person promotes or conducts any prize competition in contravention of the provisions of section 4 or section 5, he shall be punishable with imprisonment for a term which may extend to three months, or with fine which may extend to one thousand rupees, or with both.

Penalty for promoting or conducting any prize competition in contravention of the provisions of sections 4 and 5

10. If any person liable under section 7 to keep accounts or to submit statements of accounts fails to keep accounts or to submit statements of accounts as required by that section or keeps accounts or submits statements of accounts which are false and which he either knows or believes to be false or does not believe to be true, he shall be punishable with imprisonment for a term which may extend to one month, or with fine which may extend to five hundred rupees, or with both, but nothing contained in this section shall affect the provisions contained in section 8.

Penalty for failure to keep and submit accounts

11. If any person with a view to the promotion or conduct of any prize competition except in accordance with the provision of a licence under this Act or in contravention of the provisions of this Act or in connection with any prize competition promoted or conducted except in accordance with such provisions—

Penalty for other offences in connection with prize competitions

(a) prints or publishes any ticket, coupon or other document for use in the prize competition ;or

(b) sells or distributes or offers or advertises for sale or distribution, or has in his possession for the purpose of sale or distribution any ticket, coupon or other document for use in the prize competition, or

(c) prints, publishes, or distributes, or has in his possession for the purpose of publication or distribution,—

(i) any advertisement of the prize competition, or

(ii) any list (whether complete or not) of prize winners in the prize competition, or

(iii) any such matter descriptive of, or otherwise relating to, the prize competition as is calculated to act as an inducement to persons to participate in that prize competition or any other prize competition; or

(d) brings, or invites any person to send, into the territories to which this Act extends, for the purpose of sale or distribution, any ticket, coupon or other docu-

ment for use in, or any advertisement of the prize competition; or

(e) sends, or attempts to send, out of the territories to which this Act extends any money or valuable thing received in respect of the sale or distribution of any ticket, coupon or other document for use in the prize competition; or

(f) uses any premises, or causes or knowingly permits any premises to be used, for purposes connected with the promotion or conduct of the prize competition; or

(g) causes or procures or attempts to procure any person to do any of the above-mentioned acts, he shall be punishable with imprisonment for a term which may extend to three months, or with fine which may extend to five hundred rupees, or with both.

Offences by Corporations

12. (1) If any person guilty of an offence under this Act is a company, every person who, at the time of the offence was committed, was in charge of, and was responsible to, the company, as well as the company, shall be deemed to be guilty of that offence and shall be liable to be proceeded against and punished accordingly:

Provided that nothing contained in this sub-section shall render any such person liable to any punishment provided in this Act if he proves that the offence was committed without his knowledge or that he exercised all due diligence to prevent the commission of such offence.

(2) Notwithstanding anything contained in sub-section (1), where an offence under this Act, has been committed with the consent or connivance of, or is attributable to gross neglect on the part of, any director, manager, secretary or other officer of the company, such director, manager, secretary or other officer shall also be deemed to be guilty of that offence and shall be liable to be proceeded against and punished accordingly.

Explanation—For the purposes of this section,—

(a) “company” means a body corporate and includes a firm or other association of individuals; and

(b) “director” in relation to a firm means a partner in the firm.

Power of licensing authority to call for and inspect accounts and documents

13. The licensing authority may—

(a) require any person promoting or conducting a prize competition to produce before it the accounts and other documents kept by such person or to furnish to it such other information relating to the prize competition as it may require;

(b) inspect at all reasonable times the accounts and other documents kept by such person.

14. (1) It shall be lawful for any police officer not below the rank of sub-inspector authorised by the State Government in this behalf by general or special order in writing,—

Power of entry and search

(a) to enter, if necessary by force, whether by day or night, with such assistants as he considers necessary, any premises which he has reason to suspect are being used for purposes connected with the promotion or conduct of any prize competition in contravention of the provisions of this Act;

(b) to search the premises and the persons whom he may find therein;

(c) to take into custody and produce before a magistrate all such persons as are concerned or against whom a reasonable complaint has been made or credible information has been received or a reasonable suspicion exists of their having been concerned with the user of such premises for purposes connected with, or with the promotion or conduct of, any prize competition in contravention of the provisions of this Act; and

(d) to seize all things found therein which are intended to be used or reasonably suspected to have been used in connection with such prize competition.

(2) All searches under this section shall be made in accordance with the provisions of the Code of Criminal Procedure, 1898.

15. Where any newspaper or other publication contains any prize competition promoted or conducted in contravention of the provisions of this Act or except in accordance with the provisions of a licence under this Act or any advertisement in relation thereto, the State Government may, by notification in the Official Gazette, declare every copy of the newspaper and every copy of the publication containing the prize competition or the advertisement, to be forfeited to Government.

Forfeiture of newspapers and publications containing prize competitions

16. Any person aggrieved by the decision of the licensing authority refusing to grant a licence or cancelling or suspending a licence may, within such time as may be prescribed, prefer an appeal to the State Government and the decision of the State Government on such appeal shall be final.

Appeals

17. The licensing authority and any other officer acting under this Act shall be deemed to be public servants within the meaning of section 21 of the Indian Penal Code.

Licensing authority and other officers to be public servants

18. No court inferior to that of a presidency magistrate or a magistrate of the first class shall try any offence under this Act.

Jurisdiction to try offences

19. No suit, prosecution or other legal proceeding shall lie against the licensing authority or any other officer of the Government for anything which is in good faith done or intended to be done under this Act or the rules made thereunder.

Protection of action taken under this Act

20. (1) The State Government may, by notification in the Official Gazette, and subject to the condition of previous

Power to make rules

publication, make rules for carrying out the purposes of this Act.

(2) In particular, and without prejudice to the generality of the foregoing power, such rules may provide for all or any of the following matters, namely:—

(a) the form and manner of application for a licence and the fees, if any, for such licence;

(b) the period for which, the conditions subject to which and the form in which, a licence may be granted.

(c) the form in which and the intervals at which statements of accounts shall be submitted to the licensing authority;

(d) the time within which an appeal against a decision of the licensing authority may be preferred to the State Government;

(e) any other matter which is to be or may be prescribed.

“THE MOST SACRED HILL TEMPLE OF TIRUPATI”

1. Presiding Deity Balaji Venkateswara, Tirupati, Andhra Pradesh, South India. Connected by motorable Ghat Road with regular bus and taxi services by T.T. Devasthanams—Distance 100 miles from Madras and 150 miles from Bangalore.

2. Every day is a festival day in this sacred Temple of Balaji at Tirumala Hill. The Temple routine begins with Suprabhatham by 4 A.M. and ends with the Ekantaseva in the night by 10 P.M. Worship is provided for the poor and the rich. The rich can pay for sevas like Thomalaseva and Archana, Ekantaseva and for the poor, Sarvadarshanam from 5 A.M. to 7 A.M. and from 1 P.M. to 7 P.M., is arranged. The most important festivals are Brahmotsavam, which synchronise with Navaratri Vasanthotsavam and Floating festival.

3. Sri Govindarajaswamy Temple, Sri Kothandaramaswamy Temple, Sri Kapileswaraswamy Temple at Tirupati and Sri Padmavathi Ammavari Temple, at Tiruchanoor and the following educational Institutions:— (1) Three First Grade Colleges—one for Women and two for Men, of which one is at Delhi; (2) Two Oriental Colleges, of which one is at Hyderabad; Three High Schools, two Elementary Schools, College of Music and Dance, Nadhaswaram School and a Sculpture Centre. In the latter case, free education is given in addition to free boarding. There are T.T.D. Information Centres at Hyderabad, Madras, Vijayawada, Mangalore, Bangalore, Madhura, Tiruttani, Bombay and New Delhi, maintained from the T.T. Devasthanams funds.

4. Free Dharmasalas, Rest Houses with modern amenities, vegetarian canteens, are available for the pilgrims at Tirupati and Tirumala as well.

5. A visit to the Holy Shrine will ensure peace of mind and consolation. For further particulars, please contact the Executive Officer, T.T. Devasthanams, Tirupati, Chittoor District, Andhra Pradesh or T.T.D. Information Centres.

B. NARASINGA RAO,
Executive Officer.

The Parliamentary Proceedings (Protection of Publication) Act, 1956

ACT NO. 24 OF 1956

An Act to protect the publication of reports of
Proceedings of Parliament

BE it enacted by Parliament in the Seventh Year of the
Republic of India as follows:—

1. (1) This Act may be called the Parliamentary
Proceedings (Protection of Publication) Act, 1956. Short title and
extent

(2) It extends to the whole of India except the State of
Jammu and Kashmir.

2. In this Act, "newspaper" means any printed periodical
work containing public news or comments on public news and
includes a newsagency supplying material for publication in a
newspaper. Definition

3. (1) Save as otherwise provided in sub-section (2),
no person shall be liable to any proceedings, civil or criminal,
in any court in respect of the publication in a newspaper of a
substantially true report of any proceedings of either House of
Parliament, unless the publication is proved to have been made
with malice. Publication of re-
ports of Parlia-
mentary proceed-
ings privileged

(2) Nothing in sub-section (1) shall be construed as
protecting the publication of any matter, the publication of
which is not for the public good.

4. This Act shall apply in relation to reports or matters
broadcast by means of wireless telegraphy as part of any pro-
grammes or service provided by means of a broadcasting station
situate within the territories to which this Act extends as it
applies in relation to reports or matters published in a news-
paper. Act also to apply
to Parliamentary
proceedings broa-
dcast by wireless
telegraphy

For CONSUMERS IN ELECTRO-PLATING INDUSTRIES

We are in a position to offer our customers from ready stock

CAST DEPOLARISED NICKEL ANODES—OXIDE TYPE—
LOW CARBON TYPE—CARBON TYPE—OVAL RODS,
PLATES & BARREL ANODES

Materials tested to :

B. S. S. — 558 : 1953

Please convert your Licences of

**NICKEL ANODES to PRIMARY NICKEL
SAVE THE COUNTRY'S FOREIGN EXCHANGE**

We are at your service to convert

PRIMARY NICKEL into NICKEL ANODES

We also offer

COPPER, CADMIUM, ZINC & CHROMIUM ANODES

**NICKEL SULPHATE
NICKEL CHLORIDE
NICKEL CARBONATE
NICKEL OXIDE**

**Electroplating Salts and
Metal Cleaners of all
varieties including Chromic
Acid and Chrome Salts**

and

POLISHING MOPS OF ALL VARIETIES

Arim Metal Industries Private Ltd.,

23, Convent Road, Calcutta-14.

**Phones { 24-2207
 { 24-2208**

Grams : CASTINGS

Who's Who in Indian Press

**EFFECTIVE COVERAGE
OF THE WHOLE OF KERALA**

THE MATHRUBHUMI

THE NATIONAL DAILY IN MALAYALAM

Published from :

CALICUT and ERNAKULAM

Daily Circulation Over

1,70,000

Chief Editor :

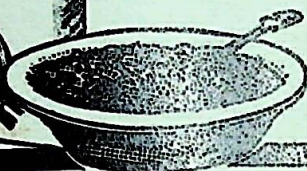
K. P. KESAVA MENON

Managing Editor :

V. M. NAIR



So good
to
grow up
with the
sunshine
breakfast
food



MOHUN'S NEW LIFE CORN FLAKES



When you give your children Mohun's New "Life Corn Flakes" the sun shine breakfast food - you give them a whole-some favourite light meal, the parental. care, they need to grow strong and full of life.

Over 100 years' experience distinguishes our products.

DYER MEAKIN BREWERIES LTD.
ESTD. 1855

Mohan Nagar (Ghaziabad) U.P.

DMB-NP-716

Who's Who In Indian Press

Acharya, Soroj: Asst. Editor, Ananda Bazar Patrika, Calcutta.

Acharya, U.: Secy-cum-Gen. Mgr., Aryavarta; add.: Mazharul Haque Path, Patna.

Agarwal, B. C.: Mg. Dir. & Ed., Cine Advance; dir., Vishwamitra group of newspapers; vice-pres., Bengal Film Journalists' Assn. pres., Bengal Film Fans' Assn.; member, British Film Institute, London; vice-pres., Bengal Cine Art Society; add.: 12, Dalhousie Square East, Calcutta-1.

Agarwala, K. C.: Ed. & Dir., Vishwamitra (Hindi dly), Calcutta; b.: July 21, 1922; educ.: B.A., Calcutta Univ.; started Bombay and Delhi editions of Vishwamitra, 1941; edited Calcutta and Kanpur editions of Advance (English dly); also published and edited Cine Advance (English wkly); add.: 5 Tilak Rd., Calcutta-29.

Ancheril, Varkki George: Mg. Ed. & Mg. Partner, Kerala Bhushanam, Kottayam; b. : 1928; educ.: B.A.

Ansari, Abdul Hamid N.: Ed. cum-Partner, Inquilab and Shaan, and patron of Kahkashan (Wkly.); b.: Dec. 30, 1906; took part in Freedom Movement, 1930; office-bearer of various public institutions; Dir., National Co-operative Bank and a Justice of Peace of Bombay; add.: Abdul Kadir Mansion, 10 Cyrus Avenue, Bombay-1.

Annamalai, S. A. P.: Ed., Kumudam, Madras since 1947; b.: Dec. 13, 1924; educ.: M.A. B.L., Madras Univ.; author of several Tamil novels; add.: 83, Pura-sawalkam High Rd., Madras-10.

Arren, C. P.: Gen. Mgr. & Secy., Pioneer Ltd., Lucknow; b.: Jan. 11, 1929; B.Sc., LL.B., Allahabad Univ., 1952, entered executive service, Birla Bros., 1953; asst. gen. mgr., Newspapers Ltd.,

Allahabad, 1956, gen. mgr. & secy., 1957-61; add.: 7 Lawrence Terrace, Ashok Marg, Lucknow.

Ayer, S. A.: Spl. Rep., INFA, Bombay since 1960; b.: Apr. 1, 1898; sub-ed. & reporter API Bombay 1918; ed. Reuters & API 1928-40; Reuters' spl. corspdt., Bangkok, 1941; minister of propaganda and publicity, Provisional Govt. of Azad Hind, 1943-45; dir. publicity, Bombay Govt., 1946-51; regional film censor and advr., 5-yr. plan publicity Govt., of India, 1951-56; spl. corspdt Hindustan Times, 1958-59; add.: 20, Nagin Mahal, Churchgate, Bombay-1.

Bahl, Dinesh: Mg. Ed., Capital, Calcutta; b.: Oct. 9, 1930; sub-ed., Statesman, Calcutta, 1949; editl. asst., Capital, 1952, asst. ed., 1956, and mg. ed., Apr. 1962.

Balaraman, K.: Dy. Ed., Hindu, Madras since 1961; b.: Sep. 16, 1911; educ.: grad., Presidency College, Madras, 1930; Hindu, 1931-40; military service during World War II, 1940-43; staff corspdt., Hindu, New York, 1944-61; add.: 9, Kasturiranga Aiyengar Rd., Madras-18.

Balasubramaniam, V.: Ed., Eastern Economist, New Delhi b.: Feb. 15, 1917; educ.: B.A. (Hons.), Madras Univ., 1936; Central Govt. Service, 1939-42; asst. ed., Eastern Economist, May 1944; joined Hindustan Times, Mar. 1950; became acting ed., Aug. 1957, associate ed., 1960-62; joined Eastern Economist, Jan. 1, 1963; add.: D-7 Green Park, New Delhi.

Banerjee, Basudeb.: News Ed., Dainik Basumati, Calcutta since 1945; b.: Dec. 1912; educ.: grad., Calcutta Univ.; joined Basumati as sub-ed., 1937; add.: 165 Bepin Behari Ganguly St., Calcutta-12.

Baptista, C. J.: News & Magazine Ed., National Herald Lucknow; formerly with Times of India (Bombay), Sunday

Standard (Bombay), & Morning Standard (now Indian Express, Bombay).

Barooah, Nirendra Nath: Asst. Ed., Asam Bani; Gauhati; b.: Mar. 1, 1929; educ.: Cotton College, Gauhati; sub-ed., Natun Asamiya (Assamese dly), later news ed., 1949-56; corspdt., Sport & Pastime, since 1950; add.: Barooah Nilaya, Ujan Bazar, Gauhati.

Barpute, R. G.: Ch. Ed., Nai Dunia, Indore; b.: June 13, 1922; educ.: B.Sc.; add.: 56 Lodhipura No. 1, Indore City.

Barua, Harendranath: Ed., Natun Asamiya, Gauhati; b.: Dec. 1909; educ.: B.A., B.L., Calcutta Univ.; secy., Assam Labour Assn., 1934-35; ed., Assmiya (bi-wkly), 1934-43; gen. secy., All Assam Youth's Assn., 1935-38; publicity secy., Assam Provincial Congress, 1945-46; chairman, Gauhati Municipal Board, 1946-47; ed., Dainik Asamiya, 1947-48; ed. Raji, 1949-51; gen. secy., Assam Jatiya Parishad, 1954-59; with Natun Asamiya since 1956; author of several books in English and Assamese; Add.: Happy Villa, Ujan Bazar, Gauhati (Assam.)

Baruah, R. G.: Mg. Partner, Assam Tribune, & Assam Bani, Gauhati; b.: 1900; founded Assam Tribune, 1938 and Assam Bani (wkly), 1945; chairman, National Sports Club of Assam, Gauhati.

Basu, Sudhanshukumar: Ed., Hindustan Standard, Calcutta; b.: 1912; educ.: M.A. (Econ.), Calcutta Univ.; joined Hindusthan Standard asst. ed., 1944, ed. since 1950; lecturer, Dept. of Journalism, Calcutta, Univ.; member, International Press Institute; visited UK, USA, France, Germany, Czechoslovakia and Japan; add.: 8-D Karbala Tank Lane, Calcutta-6.

Basu, Tarapada (Dr.): Foreign Corspdt. & London Rep., Ananda Bazar Patrika, Hindusthan Standard, and Dosh, Calcutta; b.: July 9, 1916; educ.: M.Litt. (Cantab), D. Litt. (Paris); temporary war corspdt. in Europe and S.E. Asia, 1944-45; spl. corspdt. in London on Indian affairs, United Press of America, 1944-49; pres., Indian Journalists' Assn. in Great Britain, 1951-53; dir. India Wkly, London, since 1959; add.: Wheat-sheaf House, Carmelite Street, London E.C. 4.

Bezboruah, I. K.: Gen. Mgr., Natun Asamiya, Gauhati.

Bhandari, M. C.: Ed., Finance & Commerce, Calcutta; b.: Jan. 1, 1936; educ.: B. Com., F.C.A.; chartered accountant, Apr. 1957; entered journalism, July 1958, with Finance & Commerce; add.: 4, Synagogue St., Calcutta-1.

Bharati, Dharam Vir: Ed., Dharmayug, Bombay; b.: Dec. 25, 1926; educ.: M.A., Ph.D.; lecturer, Allahabad Univ., 1959.

Bhat, S.: Spl. Corspdt., Times of India, Cairo, U.A.R.; b.: May 19, 1920; educ.: B.A. (Madras Univ.); reporter & ch. reporter, Morning Standard and Sunday Standard, Bombay, 1943-46; reporter Associated Press of India (now PTI) and Reuters, Bombay, 1946; reporter and spl. corspdt., Times of India since Sep. 1946; covered 1952 US presidential election for Times of India; spl. corspdt. in the Far East, 1955, in Pakistan, 1956-57, in Hong Kong, 1958-64; vice pres. 1960 and member of exec. committee, Foreign Correspondents' Club, Hong Kong, 1960-64; add.: Apartment 25, 15 Sharia 26 July, Zamalek, Cairo, UAR.

Bhatia, A. C.: News Ed., Tribune, Ambala; b.: Apr. 17, 1911; educ.: M.A. pres., Pb. Univ. Econ. & Pol. Sc. Society, 1932-33; Birla research scholar; Sociology, Pb. Univ., Lahore, 1937-39; spl. corspdt. Eastern Economist, 1947-48, Free Press Journal, and Agence France-Presse, 1946-48; spl. rep., Tribune 1941-62; pres., Pb. Working Journalists Union, 1958; visited: USSR 1958, USA, West Germany, U.K., France, Italy 1962.

Bhatia, Krishan: Associate Ed., Hindustan Times, New Delhi; b.: May 12, 1925; educ.: M.A. (Eng.); staff corspdt., API, 1946-48; Staff reporter, Statesman, 1949, spl. rep., 1953; parlt. corspdt., 1958 and political corspdt., 1962; joined Hindustan Times, 1964.

Bhatnagar, Bankey Behari: Ed., Saptahik Hindustan, New Delhi, since 1952; b.: Oct. 20, 1909; educ.: M.A. (Eng.); ed., Usha, Delhi, 1929; ed., Educationist, Meerut, 1934; ed., Madhuri, Lucknow, 1936; ch. journalist, U.P. Govt., Lucknow, 1937-45; sr. sub-ed., Daily Hindus-

tan, New Delhi, 1946-52; fiction writer and literary critic.

Bhatt, V. R.: Spl. Corspdt., Hindustan Times, in London; age: 50 yrs.; educ., B.A., London Univ; Ceylon Observer and Daily News, 1934-42; AIR, 1942; infmn. offr., Govt. of India, 1943; dir., External Information Services, Min. of External Affairs, 1951-55; PRO, Indian Delegation to UN, 1955-58; member: Indian Delegation to Colombo Conference, 1950, Bandung Conference, 1955; joined Hindustan Times, 1959; add.: Hindustan Times House, Salisbury Court, London E.C. 4.

Bhattacharjea, A. K.: Spl. Corspdt., Hindustan Times, USA; b: May 8, 1924; educ.: M.A., Delhi Univ.; sub-ed., and staff corspdt., Hindustan Times, May 1946; staff reporter, Statesman, New Delhi, Sep. 1950; appointed spl. rep., and parliamentary corspdt., June 1954, spl. rep. for UP, Govt. 1958; re-joined Hindustan Times as spl. corspdt., in USA, June 1961; add.: 6613, 32nd St. NW., Washington 15, D.C., USA.

Bhattacharjee, Sibdas: Ch. Reporter, Ananda Bazar Patrika, Calcutta; b: July 31, 1915; educ: B.A. (Hons.); joined Ananda Bazar Patrika as reporter, 1936; add.: 4 Mohan Bagan Lane, Calcutta-4.

Bhattacharya, C. K.: Ed.-in-Ch., Jan-sevak, Calcutta; Dean, Faculty of Journalism, and member, Senate and Syndicate Calcutta Univ.; age: 64 yrs.; educ.: M.A., L.L.B., Calcutta Univ.; joined Forward; later joined Ananda Bazar Patrika and became ed.; publications: "Congress in Evolution" "Bengal's Contribution to Congress" (Bengali); add: 24-A Hemendra Sen St., Calcutta-6

Birmani, J. L.: Ed. Yojna (Hindi) Delhi; b: Feb. 7, 1917; educ.: B.A.; joined AIR, 1938.

Bose, Dakshina Ranjan: News Ed., Jugantar, Calcutta, since 1938, and Lecturer, Dept. of Journalism, Calcutta Univ.; b: Dec. 26, 1912; educ.: B.A.; sub-ed., & asst. ed., Bande Matram, 1934-36; night ed., Keshri, 1935-37; news ed., Prathyaha, 1941-42; former gen. secy. and vice-pres., Indian Journa-

lists Assn., Calcutta; poet and novelist, author of some 45 books; widely travelled abroad; add: 64, Paikpara 1st Row, Calcutta-37.

Brahmabhatt, Prahladbhai: Jt. Ed., Jan-satta, Amhmedabad; worked with Sandesh; with Janasatta from its inception.

Cama, M. N.: Mg. Dir., Bombay Samachar, Bombay; b: June 25, 1895; educ.: B.Sc., Elphinstone College, Bombay; pres., IENS, 1950; add.: Red House, Brelvi Sayed Abdulla Rd., (Horniman Circle, Bombay-1

Chakrapani: (real name A. V. Subba Rao); Controlling Ed., Chandamama Publications, Madras & Controlling Ed., Yuva (Telugu mthly.), Hyderabad; b: Aug. 5, 1908; worked as a freelance journalist, 1929-39; joined films as story and script writer, 1940; started a publishing firm, 1944; ed., Andhra Jyoti, 1945; founded Chandamama group 1947; writer of satire in Telugu; nominated to Legislative Council, A.P., May 1964.

Chakravartty, N.: Ed., India Press Agency, Member, Edtl., Board Mainstream; b: Nov. 3, 1913; educ.: M.A. (Calcutta and Oxford); lecturer, Calcutta Univ., 1940-43; staff corspdt., People's War and People's Age: spl. corspdt., Allied Labour News, 1943-48; member, edtl. board, Crossroads and New Age, 1952-57; add. IENS Bldgs., Rafi Marg, New Delhi.

Chakravorti, Robi: Asst. Ed., Amrita Bazar, Patrika, Calcuttatb: Sep. 3, 1924; educ.: M.A., Calcutta Univ. and M.A., Michigan Univ., USA; reporter, Nation, 1948; feature ed., USIS; leader writer and columnist in Patrika; add.: 40 Pratapaditya Place, Calcutta-26.

Chandola, Harish: Free-lance; b: 1932; educ.: B.A. Allahabad; joined Hindustan Times, 1950; Times of India News Service, 1955-62; Indian Express, 1962, covered assignments in Tibet and Algeria; was correspondent for Indian Express in West Asia, Africa and Cairo (U.A.R.) until 1964.

Chandramohan, A. T.: Spl. Corspdt., Indian Express, Nepal, since 1959, b: Feb. 25, 1922; educ.: Malabar Christian College, Calicut; sub-ed., AIR, 1945-52; spl. corspdt. UPI, 1953-58; PRO to US

Trade Mission to North India (USIS) 1958-59.

Charlton, A. Evan: Ed., Statesman, Calcutta; b.: 1912; educ.: St. Paul's School, London; joined Statesman, 1936; served the Indian Army during World War II; publications include: "Go And Order the Drums"—a novel.

Chaturvedy, Narain: Ch. Ed., Amar Jyoti, Jaipur, since 1948; b.: Jan. 12, 1920; former rep., Hindustan (Hindi), Tej (Urdu), Sansar (Hindi); author of several books; add: C-120 Bapu Nagar, Jaipur.

Chaudhuri, Prabin K.: Ed., Frontier Times, Shillong; founded Democratic Review (wkly.), Shillong, 1953; Frontier Times (wkly.) 1958; elected M.L.A., 1962.

Cherian, K.: Ed., Malayala Manorama, Kottayam, Kerala; b.: Feb. 27, 1897; educ.: M.A.; former chairman and present member, Board of Directors, PTI; pres., Kerala Newspaper Proprietors' Assn.; former vice-pres., ILNA; pres., IENS; chairman, reception committee, AINEC's 1957 session at Trivandrum.

Chona, P. R.: Dy. Dir., News, AIR; b.: June 8, 1921; educ.: M.A.; joined AIR, 1947.

Chopra, Pran: Dy. Ed., Statesman, Calcutta; b.: Jan. 24, 1921; parliamentary corspdt., Statesman, Calcutta & New Delhi; served on Civil & Military Gazette, 1941-44; news ed., war corspdt., parliamentary commentator, ch. news ed., AIR 1944-59; sometime guest commentator, UN Radio.

Crosland, P. W. J.: Ch. Admin. Offr., The Statesman, Ltd., Calcutta since March 1965; b.: July 30, 1918; joined edit. dept., Statesman, 1938, news ed., Delhi, 1955-62, resident. ed., Delhi, 1962-63.

D' Souza, J. M.: Mgr., Times of India, New Delhi; formerly mgr., Coffee Estate in Mysore for two yrs.; with Free Press Journal group of newspapers for 15 yrs. in various capacities including sub-ed., news ed., exec. ed., and gen. mgr., spl. rep., Free Press Journal, Delhi, 1947-52; mgr., Times of India, Delhi, 1953; attended American Press Institute

seminar for newspaper executives at New York, 1957.

Da Costa, E. P. N.: Ed., Quarterly Economic Report, Monthly Public Opinion Surveys, Monthly Statistical Commentary on Indian Economic conditions, New Delhi; b.: June 3, 1909; educ.: Presidency College, Madras, St. John's College, Oxford; entered Mysore Civil Service, secy. to Dewan, Mysore, State, 1939-42; secy. to Prime Minister, Jaipur, 1943-44; gen. mgr., Textile Machinery Corp., Calcutta, 1944-48; ed., Eastern Economist, New Delhi, 1948-62; mg. dir., Indian Institute of Public Opinion and Marketing Research Corp., of India; add.: 2 A National Insurance Bldg., Parliament Street, New Delhi-1.

Dagli, Vadilal Jechand: Hon. Ed., The Journal of Indian Institute of Bankers & Ch. Offr. (Development), State Bank of India, Central Office, Bombay; b.: Nov. 20, 1926; educ.: B.A. (Bom.), M.A. (California, USA); served PTI for nine yrs. as mgr. (Ahmedabad), financial corspdt. (Bom.); financial ed., Indian Express, 1960-63; also edit. consultant to the International Development Review; ed., Parichay Pamphlet Series, Bombay; add.: Vinay Kunj, Plot 4, Road No. 2, Shivaji Park, Bombay-28.

Das, A. N.: Spl. Rep., Amrita Bazar Patrika and Ch. Bureau Patrika group of papers, New Delhi; b.: Feb. 6, 1909; educ.: grad.; parliamentary reporter & accredited corspdt., Free Press, at New Delhi & Simla, 1932; UPI, 1933, jt. ed., 1935, news ed., at Calcutta office, 1939; spl. rep., Ananda Bazar Patrika, New Delhi, 1946; spl. corspdt. Amrita Bazar Patrika New Delhi, 1951, ch. of bureau 1960; travelled USSR, Japan & some S.E. Asian countries; add.: 2, Lytton Lane, New Delhi.

Das, Durga: Ed.-in-Ch., India News and Feature Alliance; b.: Nov. 23, 1900; educ.: D.A.V. College, Lahore; parliamentary corspdt. and ed., Associated Press of India, 1918-37; spl. rep., Statesman, 1938-44; chairman, U.P. Press Consultative Committee, 1939-44; secy., Press Assn., New Delhi, 1943-47; war corspdt., 1945; pres., U.P. Press Conference, 1946; jt. ed., Hindustan Times 1944-47, ch. ed., 1957-60; member, Indo-Pakistan

Press Consultative Committee, 1949-62; chairman, Press Gallery Committee, Indian Parliament, 1951-60 and 1962-63; delegate to Commonwealth Press Conference, Ottawa, 1950; pres., Press Club of India, 1959-62, AINEC, 1959-61; member, Small Newspaper Enquiry Committee, round the world tour, 1957; publications: "India and the World", "Ram Rajya in Action"; add.: 2 Tolstoy Lane, New Delhi-1.

Das Gupta, Dhirendranath: News Ed. Hindustan Standard, Calcutta; b.: 1912; educ.: B.A., LL.B., Calcutta Univ.; founder-member of IFWJ; ex-president, Indian Journalists' Assn.; represented IFWJ before the Press Commission and wage board; visited China, 1954, as a member-delegate of Indian Journalists; attended the Helsinki International Journalists' Conference, 1956, and the seminar for South and S.E. Asian Newspaper Executives, in New York, 1958; travelled widely in Asia, Europe and America; add.: "Swarna-Hridoy", 19/1 Baisnabhata Road, Calcutta 47.

Dasgupta, Bojoy Bhushan: Jt. Ed., Jugantar, Calcutta age 62; educ.: B.A., Calcutta Univ., 1920; former ed., Barisal (wkly), Banglar Bani, Navasakti and Kesari; asst. ed., Prabasi and Modern Review; secy., Indian Journalists' Assn. for 1943, 1945 and 1946; secy. Newspaper Employees' Cooperative Society; gen. secy., AINEC, 1957; edited Bengali year book Barsha Panji, 1947; author, Mahamanab Mahatma (life of Mahatma Gandhi), Chhaya Loker Nar Nari; member, Commonwealth Press Union (UK); with Jugantar since 1936.

Dasgupta, K. B.: Gen. Mgr., Northern India Patrika, Allahabad; b.: Aug. 1, 1929; educ.: B.Sc. (Cal.), member of Institute of Personnel Management, London, diploma in management studies, London, joined the Nestle Co. Ltd., England, 1957; took special training in personnel management with the Philips Electricals Ltd. London; joined Northern India Patrika, Jan. 1964.

Das, Marcus S.: Gen. Mgr., Prajatantra & Eastern Times, Cuttack; b.: June 28, 1929; educ.: M.A. (economics).

Desai, M. V.: Dir., News Services, AIR; b.: Oct. 16, 1922; educ.: M.A. (Cambridge); joined AIR, 1960.

Desai, Minoo Burjorji: Ed., Bombay Samachar, Bombay; b.: July 1, 1919; former dy. ch. ed., Mumbai Vartman (dly.); author of 15 books; add.: Kariar Bhavan, behind Radio Club, Colaba, Bombay-5.

Dharmarajan, S.: Ch. Sub-Ed., News Service, Times of India, New Delhi; b.: Feb. 1928; educ.: Travancore Univ., Trivandrum corpsdt., U.P.I. 1947-49; United Press of America, Bombay & Delhi, 1949-53; joined Times of India, 1953.

Diwakar, R. R.: Member, Rajya Sabha, Ed., Samyukta Karnatak dly., Karmaveer wkly. and Kasturi mthly.; b.: Sep. 30, 1894; educ.: M.A., LL.B., D. Litt., Bombay Univ., 1918; started as a school teacher; elected to Constituent Assembly, 1946, later member of Rajya Sabha; represented India at Inter-Parliamentary Conference, Rome, 1948; Union Minister of State for I & B.; Governor of Bihar, 1952-57; chairman, Gandhi National Memorial Fund since 1957; founder and sole trustee, People's Education Trust; member, Exec. Committee, IENS, Indian P.E.N., I.P.I. Zurich; chairman, Enquiry Committee on Small Newspapers set up by Govt. of India; add.: 2 Residency Rd., Bangalore.

Doshi, Bapalal K.: Dir., Janmbhoomi group of newspapers since 1949; b.: 1906; educ.: Fergusson College, Poona; participated in Asian Newspaper Executives' Seminar on an invitation from the American Press Institute of Columbia Univ., USA, 1961.

Dustoor, P. T.: Secy., The Statesman Ltd., Calcutta, since March 1965; b.: Feb. 9, 1921; joined accounts dept.; Statesman, 1942, asstt. acctt. 1948, jt. ch. acctt, 1963.

Gadkari, J. G.: Sr. Asstt. Ed. Eastern Economist, New Delhi; b.: Dec. 15, 1914; educ.: B.A., LL.B.; formerly an advocate in Bombay State; joined editorial staff, Eastern Economist, Apr., 1945, acting editor, 1962; add.: 24 Birla Flats, Arya Samaj Road, Karol Bagh, New Delhi.

George, T. J. S.: Ed., Searchlight, Patna; b.: May 6, 1928; educ.: M.A. (Eng.), Madras; sub-ed., Free Press

Journal, 1949-52, asst. ed., 1953-62; edtl. consultant, IPI, 1963.

Ghaswala, S. K.: Technical Ed., The Indian & Eastern Engineer, Bombay; b.: Sep. 20, 1919; educ.: College of Engineering Poona, B.E., M.I.E., M. AIAA, MSocCE (France), FRSA, & FAAAS; practising as consulting engineer and consultant in scientific communications; chairman, Science and Technology Group, Indo-American Society, Bombay; member of Council, Indian Science News Assn., Calcutta; add.: 97 Queens Rd., Fort, Bombay-1.

Ghose, Sookamal Kanti: Ed. & Dir., Jugantar Pvt. Ltd.; Dir., Amrita Bazar Patrika Pvt. Ltd.; Mg. Dir., Patrika Syndicate Pvt. Ltd. Calcutta; b.: May 5, 1912; educ.: B.A., Calcutta Univ.; pres. Indian Chamber of Commerce, Calcutta; member: Standing Committee, AINEC, IPI, Zurich, Board of Governors Indian Institute of Management, Calcutta All-India Council for Technical & Commercial Education, Board of Trustees, Victoria Memorial Hall, Calcutta; hony. secy., Commonwealth Press Union (Indian Section); dir. Institute of Asian & African Relations; founder-member, National Cricket Club; travelled abroad extensively; conferred honorary New Orleans citizenship.

Ghose, Subodh: Asst. Ed., Ananda Bazar Patrika; b.: Sep. 14, 1909; educ.: F.Sc., author of sixty books in fiction and several in ethnology, art-criticism and history.

Ghosh, Kedar: Correspondent for Eastern India, Statesman, Calcutta; b.: Apr. 20, 1912; educ.: Calcutta Univ.; joined journalism, 1936; served Amrita Bazar Patrika & Jugantar, 1937-38, Hindusthan Standard, 1938-40, Reuter & API, 1940-44, and Statesman since 1944; spl. rep., Statesman, Delhi, 1948-52; secy., Delhi Press Assn., 1952; pres., Calcutta Press Club, 1957-60, Indian Journalists' Assn., Calcutta; member, S.E. Asian Press Delegation, 1954; observer for IFWJ at Budapest Congress of International Organisation of Journalists, 1962; member, Wage Board for Journalists, 1963; leader, Indian delegation to World Congress of Journalists, 1963, Indian Delegation to Afro-Asian Journalists' Conference, Jakarta, 1963; add.: 16 Lake Rd., Calcutta-29.

Ghosh, Santosh K.: Associate Ed., Ananda Bazar Patrika & Hindusthan Standard and News Ed., Ananda Bazar Patrika, Calcutta; b.: Sept. 9, 1920; educ.: B.A., Calcutta Univ., 1940; sub-ed., Jugantar, 1942; news ad., Hindusthan Standard, Delhi, 1956; joined Ananda Bazar Patrika, 1958; widely travelled; attended IPI seminar in Kuala Lumpur, 1961, IPI Assembly in Paris, 1962; author of many novels and short stories.

Ghosh, Surendra Nath: Ed., Pioneer, Lucknow, since 1946; b.: May 20, 1904; educ.: M.A., LL.B., Allahabad Univ.; joined Pioneer as reporter, became news ed.; ch. asst. ed. & ed.; member: U.P. Planning Commission, Standing Committee, AINEC, IPI, CPU; pres., U.P. Press Accreditation Committee.

Ghosh, T. K.: Ed., Amrita Bazar Patrika Calcutta; b.: Oct. 4, 1899; educ.: Bangabasi & Vidyasagar Colleges, Calcutta Univ.; started as sub-ed., 1920; founded Jugantar, Amrita (wkly), and Allahabad Patrika; pres. AINEC, 1946-47, 1948-49, Indian Journalists' Assn., Calcutta; ex-pres., PTI; dir., UNI; mg. dir., Jugantar Pvt. Ltd., and Amrita Bazar Patrika Pvt. Ltd.; trustee of PII; vice-pres. and member exec. board IPI; chairman; Indian Section. Commonwealth Press Union, ABC; widely travelled.

Gilani, H. Z.: Ed., Vyapar, b.: Dec. 24, 1914; educ.: B.Com., Sydneham College of Commerce & Economics, Bombay; Bombay corspdt. of Financial Times, 1939-49; financial ed., Janmabhoomi, 1939-49; worked as political corspdt. of Janmabhoomi group of newspapers; add.: Sakina Manzil, Opp. Bandra Talkies, G.B. Rd., Bombay-50.

Girami, Ram Rakha Khustar: Prop. Ed., Biswin Sadi, Delhi; b.: Oct. 1902; started Biswin Sadi, an Urdu mthly. journal, 1937; add.: Faiz Bazar, Darya Ganj, Post Box 1342, Delhi.

Geonka Bhangwandas: Chairman, Board of Dirs., Andhra Prabha Ltd., Vijayawada-3.

Goenka, Ramnath: Chairman & Mg. Dir., Express group of papers; delegate to Empire Press Union Conference,

Canada 1950; chairman, Board of Directors, PTI, 1952.

Gopalan, K.: Ed., Express News Service, Indian Express, Bombay; b.: Oct. 20, 1911; educ.: M.A., (Eng.), Presidency College, Madras; formerly sub-ed., Reuter & API, Bombay, parliamentary corspdt., Delhi, 1940-41; ch. of Reuter's bureau, Karachi, 1941-42; war corspdt. in Burma, 1943-44, to S.E. Asian Countries, 1943-45; ch. of Reuter's bureau, Colombo, 1945-48; with Reuter in London, 1950-52; news ed., PTI, Bombay, 1950-58, ch. of Madras bureau, 1958-60; gen. mgr., Indian News Service, New Delhi, 1961; ed., Express News Service, since 1962.

Goyal, N.: Spl. Corspdt., National Guardian, New York; b.: Feb. 26, 1924; educ.: M.A. (Banaras); in journalism for 14 yrs.; asst. ed., Nav Bharat Times, Delhi 1962-63; spl. corspdt., Financial Express, Bombay, 1961-62; ch. ed., The Contemporary (mthly.) Delhi 1957-60; publications: "The King and His Constitution", and "A Prelude to India" etc.; add.: E/85 New Delhi South Extension, I, New Delhi-3.

Gulati, R. K.: News Ed., Pioneer, Lucknow; b.: Mar. 21, 1929; educ: M.A., J.D. (Pb. Univ.); formerly with: Globe News Agency (New Delhi), Amrita Bazar Patrika, Times of India, AIR & Statesman; ch. interviewer & project offr., BBC Listner Research Programme in India, 1954; member, Asian Seminar for News Editors, New Delhi, 1960; add.: 203 Carlton Hotel, Lucknow.

Gupta, Gurudev: Ch. Ed., Jagran, Bhopal; age: 45 yrs.; Educ.: M. S. V. High School and College, Kalpi; ed. Swantantra wkly., Jhansi for 12 years; started Dainik Jagran, Jhansi, 1942, Kanpur, 1947, Rewa 1953 and Bhopal 1956; elected to Rajya Sabha, Apr. 1960.

Gupta, Rajendra: Mg. Ed., Daily Jagran, Jhansi; b.: Mar. 4, 1926; educ.: B.A., Allahabad Univ.; add.: 362 Civil Lines, Jhansi.

Gupta, Satyendra Kumar: Mg. Dir., Aj (Hindi dly.), Varanasi, since 1942; b.: Apr. 3, 1918; educ.: Banaras Hindu Univ.; studied medical science in UK;

ed., AJ, 1959; member, Executive Committee, IENS, Add.: Kabirchaura, P.O. Box No. 7, Varanasi.

Gupta, Vishwa Bandhu: Mg. Ed., Daily Tej, Delhi; b.: Oct. 10, 1927; educ.: B.Sc., Wilmington College of Ohio, USA; News dir. Indian News Chronicle, 1949-51; secy., Delhi Gliding Club, New Delhi, since 1958; ex-pres. AINEC, add.: 5 Tolstoy Marg, New Delhi.

Haldar, Niranjan: Asst. Ed., Ananda Bazar Patrika, Calcutta; b.: July 1, 1932; educ.: M.A. (econ.) Calcutta Univ., 1955; lecturer, Goenka College, Calcutta, 1956-62; leader writer, Ananda Bazar Patrika, 1962; formerly Calcutta corspdt., Economic Weekly, Bombay; author of two books.

Hariharan, P. S.: Ed., Economic Times, Bombay, since 1960; b.: Jan. 16, 1926; educ.: B. Com., Andhra Univ.; financial corspdt., Times of India, 1945-57, Financial ed., 1957-60.

Hosali D. N.: Ed. & Pub. Mysindia & Rotary News, Bangalore; b.: Nov. 4, 1910; pres. Mysore Chamber of Commerce, 1956-57; member, Federation of Trade Assns.; District Governor of Rotary, 1949-50; add.: 38-A Mahatma Gandhi Road, Bangalore-1.

Inderjit: Ed. & Spl. Rep., India News & Feature Alliance, New Delhi; b.: June 17, 1928; educ.: M.A. (Econ.); Hindustan Times, New Delhi, 1948-50, attached to Evening Despatch Birmingham Gazette, and London Office, Westminster Press Provincial Newspapers, UK; later to Daily Telegraph, The Times, London, 1951-52; joined Times of India, Dec. 1952; corspdt. (parliamentary & political), Times of India, New Delhi, 1953-62, spl. corspdt. in Pakistan and Afghanistan, Feb. 1962; joined INFA, May 1, 1962; awarded Senior UN Fellowship, 1959; member, Citizens' Central Council's Public Cooperation and Public Relations Committees; treasurer, AINEC; travels: US, USSR, Japan, UAR and many other countries; add.: 5, Central Lane, New Delhi-1.

Jain, A. K.: Ch. Ed., Naybharat Times, Delhi & Bombay; b.: Dec. 30, 1915; in journalism for 25 yrs.; member, IPI, Hindi Journalism Advisory Board; pres., AINEC; vice-pres. Hindi Sahitya Sam-

melan; author of several books & recipient of awards from State Govts.; publications; Yug Purush Ram, and several travelogues; add.: C-31 South Extension Part II, New Delhi.

Jain, G. P.: Ed., Sevagram, Delhi; b.: July 11, 1921; educ.: M.A. (pol. sc.), LL.B., Allahabad Univ., & M.A. in Journalism from Missouri Univ. (USA); information officer, Indian Embassy, Washington D.C., 1948-52; started Sevagram, (Hindi rural wkly.), 1954; visited Japan, China, Germany, USSR & Czechoslovakia to study agriculture; member: Union Govt.'s Study Team on Gram Sabha, 1962-63, National Cooperative Farming Advisory Board, 1964-65.

Jain Ishwarchandra: Ch. Ed. Jagran, Indore & Mg. Dir., Jagran Ltd.: b.: Sep. 4, 1918; educ.: M.A., LL.B., Holkar College, Indore; entered journalism, 1949; ed., Mazdoor Sandesh Wkly.; started Jagran, 1950; first Mayor of Indore City, 1956-57; member M. P. Press Accreditation Committee, 1963-64; wide travels abroad; add.: 12, Imli Bazar, Indore City.

Joshi, R. K.: Asst. Ed., Samyukta Karnatak (Kannada daily), Hubli, Bangalore.

Joshi, R. L.: Ed., Hindustan; b.: June 19, 1917; educ.: M.A.; ed., Navaneet (Hindi) 1952-59; advr., Hindi publications, Times of India, 1959-61; ed., Sarika, 1960-61; add.: 1/45 Lajpat Nagar III, New Delhi-14.

Kabadi, Sunder: London Corspdt: Amrita Bazar Patrika, Sakal, Navhind Times, Forum; b.: Nov. 27, 1898; joined Bombay Chronicle, 1919; political secy. Jannadas Dwardakas, 1922-25, Narottam Morarjee, 1928-30; London corspdt: Indian Express, 1943-64, Amrita Bazar Patrika, since 1934; founder-pres, Indian Journalists' Assn. of Great Britain; hon. secy. Commonwealth Corspdts' Assn., 1954-57, pres, and vice-pres. 1958 and 1959; add.: 2/4 Brittons Court, Whitefriars, Street, Fleet Street, London E.C. 4.

Kagal, N. B.: Ed., Indian Express (Delhi edn.); b.: Aug. 31, 1925; educ.: Scindia School, Gwalior, St. Stephen's College, Delhi and Northwestern Univ., USA; associated with Sun-Times, Chi-

cago, Scotsman, Edinburgh, PTI, Free Press Journal, Bombay, 1948-58; joined Times of India, 1958; asst. ed. until May 1965; add.: 1 Seagull, Carmichael Road, Bombay-26.

Kakati, Satish Chandra: Ed., Asam Bani and Assam Tribune; b.: Oct. 1914; educ.: B.A. (Econ. Hons.), Calcutta Univ., 1936; asst. headmaster, Kamrup Academy, 1937-47; corspdt: Hindusthan Standard, 1937-47, U.P.I. & API, 1940-47; asst. dir. of publicity, Govt. of Assam, 1948-51; organised All-Assam Journalists Assn.; chairman, Gauhati Municipality 1962-63; widely travelled; add.: Hillside Road, Ujan Bazar, P.O. Gauhati (Assam).

Kalayanasundaram, G. D.: Ed., & Mgr., United News of India, Madras Bureau; b.: Feb. 4, 1913; educ.: Inter. Madras Univ.; Free Press News Agency, 1932; reporter, Indian Express, Madras; ch. reporter with Bharat Devi and Free Press, Madras, 1943-44; Madras bureau ch., Associated Press of America, 1944, till its closure before partition; rep., Ananda Bazar Patrika and Hindusthan Standard, Calcutta, since 1933; add.: 4, Gurukkal St., Annamalai-puram, Madras-29.

Kamath, M. V.: European Corspdt., Times of India, Paris; b.: Sep. 7, 1921, educ.: B.Sc.; analytical chemist, Kemp & Co., Bombay, 1941-43; chemist and asst. mgr., OPTIL, Bombay, 1934-45; reporter, Free Press Journal, Bombay 1946-50, ed., Free Press Bulletin, 1950-54; ed., Bharat Jyoti, 1953-55; widely travelled abroad; add.: 14 bis., rue Pierre Nicole, Paris V.

Karaka, D. F.: Ed., Current, Bombay; b.: Apr. 14, 1911; educ.: Bombay & Oxford; joined Bombay Chronicle as columnist & spl. corspdt., 1938; war corspdt. in Burma & Europe, 1944-45; left Bombay Chronicle, 1947; founded Current, 1949.

Karanjia, B. K.: Ed., Filmfare, Bombay; b.: Dec. 21, 1919; educ.: B.A. (Hons.), Wilson College, Bombay, 1939; founder-ed. Cinevoice, Movie Times, 1947-52; pubcy. mgr., Godrej, 1953-60; add.: Quetta Terrace, Chowpatty, Bombay-7.

Karanjia, Russy K.: Ed.-in-ch. Blitz Publications; b.: Sep. 15, 1912; educ.:

St. Xavier's High School & College and Wilson College, Bombay; started as reporter, sub-ed. & spl. corspdt., Times of India; joined Sunday Standard as ed.; later ed., Morning Standard (now Indian Express), Bombay; started Blitz 1941; founder-pres., Progressive Group, Bombay; add.: 17/17-H Cowasji Patel St., Fort, Bombay.

Karnik, D. B.: Ed., Maharashtra Times, Bombay; b.: Jan. 14, 1908; educ.: B.A., LL.B. (Bombay Univ.); ed., Sangram (Marathi dly.), 1942-46; asst. ed., Prabhat dly., Bombay, 1947-50; ed., Marathi section of the B.I.S., Delhi, 1950-53; Delhi spl. rep. Kesri, 1950-62; author of three books; add.: 76 Prem Milan, Nepean Sea Rd., Bombay-6.

Kasturi, G.: Jt. Ed., Hindu & Ed., Sport & Pastime; age: 40 yrs.; educ.: B.A. (Hons.) 1944; joined Hindu, 1944; dir., Kasturi & Sons Ltd., Madras; add.: Kasturi House, 10-A Kasturiranga Iyengar Rd., Madras-10.

Khan Abid Ali: Ed., Siasat Daily; b.: March 19, 1920; educ.: B.A., Osmania Univ.; pres., Andhra Pradesh Press Club; member of several literary and academic assns.; ed. Lion's Bulletin since 1963; author of three books; visited USSR and Finland.

Khanna, K. C.: London Corspdt., Times of India, since 1964; b.: Dec. 5, 1926; educ. LL.B., (Bombay Univ.); joined Times of India, 1946, New Delhi. spl. corspdt. 1947, foreign corspdt. in Burma 1953 and Egypt. 1954, spl. corspdt., New Delhi, 1955-58; covered Middle East and Congo, 1958-63.

Khare, Dinesh: Ed. Rashtradoot, Jaipur, since 1952; b.: Nov. 26, 1922; educ.: Allahabad; worked with a number of newspapers including Jai Hind and Aj, Varanasi.

Kotru, M. L.: Ch. Reporter, Statesman, New Delhi, since 1964; b.: Mar. 22, 1934; educ.: grad.; sports writer, Indian Express, 1953-56; staff reporter, Times of India, Delhi, 1956-61; features writer Statesman, New Delhi 1961-1964; winner of Watumull Award for Journalism, 1962.

Krishnan, K.: Mg. Ed. & Prop., Express (Malayalam dly.), Trichur; b.:

Feb. 12, 1914; educ. Cochin State and Annamalai Univ.; entered business as bookseller & publisher, 1935; started Express (Malayalam dly.), 1944; visited USA & UK, 1958; started first English Daily of Kerala, Kerala Chronicle. Aug. 1961; founder-pres., Natana Niketanam (a cultural institution for girls); add.: Korandattil Lane, Trichur.

Krishnan, T. S.: Gen. Mgr., Indian Express, Bombay; b.: Sep. 8, 1912; educ.: B. Com., Rangoon Univ., 1939; Indo-Commercial Bank, 1940-42; joined Indian Express group of newspapers as accountant, 1942; add.: Sassoon Dock, Colaba, Bombay-5.

Krupanidhi, G. V.: Ed., Deccan Herald, Bangalore since July 1958; b.: June 24, 1896; educ.: M.A., B.L. (Madras); jt. ed., Swarajya, Madras, 1921-33; spl. corspdt & later jt. ed., Hindustan Times, 1934-47; ed., Indian News Chronicle, Delhi, 1947-50; spl. rep., Hindustan Times, 1950-56; gen. mgr., Southern Languages Book Trust, Madras, 1956-58; add.: 27 Viviani Rd., Richards Town, Bangalore-5.

Kunhapa, Ch.: Jt. Ed., Mathrubhumi, Calicut; b.: June 12, 1907; educ.: Govt. Brennen College, Tellicherry, and Maharaja's College, Ernakulam; add.: Thashath Veedu, Puthiyapalam, P.O. Phuthiyara, Calicut-4.

Kwatra, R. D.: Asst. Ed., Indian Express, New Delhi; b.: Aug. 15, 1913; educ.: M.A., LL. B.; started journalism with People Lahore; National Herald, Lucknow, 1938-42; Daily Gazette, Karachi, 1943-44; Hindustan Times, New Delhi, 1944-45; news & asst. ed., National Herald, 1945-60; asst. ed., Indian Express, New Delhi, 1960-62; asst. ed., Times of India, Delhi, 1962-63.

Laud, G.M.: Ed., Financial Express, & Dir., Indian Express Newspapers Ltd., Bombay; b.: May 20, 1908; educ.: B.Com; financial ed., Times of India, Bombay, 1950-57; mg. dir., Bombay State Co-operative Bank Ltd., 1957-60; member, enquiry committee of the Agricultural Produce Market Act, Bombay State, 1955; chairman, Co-operative Law Committee, Bombay Govt., 1957; author of "Co-operative Banking in India".

- Madhkolkar, G. T.:** Ch. Ed., Tarun Bharat, Nagpur., educ.: matric; author of 40 books; widely travelled abroad; add.: Ramdas Peth, Nagpur.
- Mahajani, H. R.:** Ed., Lokasatta, Bombay; b.: June 1, 1907; educ.: B.A. National College, Poona, 1928; freelance journalist, 1935-40; sub-ed., Loka and Navabharat, 1940; joined Lokasatta, as asst. ed., 1948, its ed., 1949; add.: 517, College Rd., Matunga, Bombay-19.
- Maheshwari, R. G.:** Prop. & Mg. Ed. Nava-Bharat, Nagpur, Jabalpur, Raipur, Bhopal & Indore, b.: Nov. 20, 1911; educ.: B.A., LL.B.; edited Maheshwari; ch. ed., Nava-Rajasthan, Akola, 1934; started Nava-Bharat, Nagpur, 1938, Jabalpur, 1950, Bhopal, 1956, Raipur 1959, Indore, 1960; started Madhya Pradesh Chronicle, Bhopal 1956; convener of M.P. State Emergency Press Advisory Committee.
- Mahtab, Harekrushan:** Member of Lok Sabha, since '62 & Ed. Jhankar, Cuttack, b.: Nov. 21, 1899; educ.: grad., Ravenshaw College, Cuttack; ed. Prajatantra, for seven yrs.; Ch. Minister, Orissa, 1946-50 and 1956-61; Union Minister for Commerce & Industry, 1950-52; Governor of Bombay, 1955-56; add.: Ekamra Nivas, Bhubaneswar-2 (Orissa).
- Majumder, Niranjan:** Asst. Ed. Statesman, Calcutta; b.: June 26, 1920; educ.: B.A. (Hons.), Calcutta Univ., dy. ed. Hindusthan Standard and Ananda Bazar Patrika, 1955-59; travelled in Europe, Africa, USSR and USA; served as columnist, Hindusthan Standard; wrote under pseudonyms 'Fibbertigibbet' in Economic Weekly, Bombay and 'Ranjan' in Bengali.
- Malhotra, Inder:** Political Correspdt., Statesman, New Delhi since Jan. 1964; b.: Feb. 1, 1930; educ.: Pb. Univ.; staff reporter, UPI, later spl. corspdt., 1949-56; spl. rep., Statesman, 1956-64; represented, The News Chronicle, London, The Reynolds News, The Daily Herald (now the Sun) and the Petroleum Press Service.
- Malihabadi, A. S.:** Ed., Azad Hind, Calcutta.
- Malkani, K. R.:** Ed., Organiser, Delhi, since 1949; b.: Nov. 18, 1921; educ.: M.A.; lecturer D. G. National College, Hyderabad Sind, 1945-47; sub-ed., Hindustan Times, 1948; Nieman Fellow, Harvard Univ., 1961-62; member, Standing Committee, AINEC; add.: B-51 New Rajendra Nagar, New Delhi-5.
- Mani, A. D.:** Ch. Ed., Hitavada; b.: Apr. 8, 1910; educ.: Wesley and Presidency Colleges, Madras; joined Hitavada, 1933, mg. ed. since 1936; M.P. (Rajya Sabha); secy., provisional branch of AINEC, 1942-48, gen. secy., 1949, pres, 1954; member, Standing Committee since 1940; rep., 3rd Committee of U.N. General Assembly, 1952; chairman PTI, 1959-60; member of various parliamentary consultative committees; add. Wardha Rd., Nagpur.
- Mankekar, D. R.:** former Ed., Indian Express, Bombay, b.: Aug. 7, 1910; started with Sind Observer, Karachi, 1932-38; Reuter and API, 1938-46; War corspdt., 1943-45; spl. rep., Times of India, Delhi, 1947-48; Armed Forces inf. offr., 1948-49; resident ed., Times of India, Delhi, 1950-58; ed., Indian Express, Delhi, 1958-61; ed., Indian Express, Bombay, 1961-65 (March); member, Indian Editors' Delegation to USA, 1957; attended Commonwealth Press Conference in Karachi and Delhi, 1961; author of "Lal Bahadur—Biography of the Prime Minister"; add.: 6 "Sheelmarie", Abdul Ghaffar Khan Rd., Bombay-18.
- Mascarenhas, Lambert:** Ed., Navhind Times, Goa; b.: Sep. 18, 1914; educ.: B.A.; reporter, 1932-40; sub-ed., 1941-49; associate ed., 1950-54; ed., 1955-62; author of "The First City" & "Sorrowing Lies My Land"; add.: Panjim, Goa.
- Mathew, K. M.:** Mg. Ed., Malayala Manorama, Kottayam, Kerala; b.: Jan. 2, 1917; educ.: B.A., Christian College, Madras, 1938; joined Malayala Manorama 1953; represents Kerala Newspaper Proprietors' Assn. in (1) Press Accreditation Committee, (2) Industrial Relations Committee of Kerala State; member Council of Management, ABC, IENS, also of Board of Trustees PII; attended Asian Newspaper Executives' Seminar at Columbia Univ., New York.
- McMohan D.:** Spl. Corspdt., Times of India, E & C Africa; b.: May 19, 1917;

educ.: Sir, Cambridge; reviser, sub-ed., reporter, Statesman, Calcutta, 1935-44; associate ed., EIR and later Eastern Railway Magazine Calcutta, 1944-51; stringer, Daily Mail, London & Exchange Telegraph News Agency, London, 1942-51; corspdt., Times of India, Nepal & Burma, 1957-59.

Mehta, G. D. : Ch. Ed., Dainik Bhaskar, Bhopal; b.: Oct. 20, 1922; educ.: M.A. (Hindi), Sahitya Ratna and Prabhakar; entered journalism, 1942; worked as asst. ed. with Hindi dailies of Delhi and Bombay; sometime publicity-in-charge-cum-ch. ed., Bhopal Samachar (Hindi mthly); also a freelance writer; add.: Itwara Rd., Bhopal (M.P.).

Mehta, M. V. : Ed., Janmabhooi, Bombay; b.: June 23, 1912; educ.: science grad.; night ed., Hindusthan Prajamitra, Bombay, 1937-40; joined Janmabhoomi as sub-ed., 1940, asst. ed., 1948, and ed. 1951; author of several science books; add.: B/3 Hari Niwas, 3rd Floor, Lady Jamshedji Rd., Bombay-28.

Mehta, Kapilray M. : Ed., Sandesh Dly, Ahmedabad; b.: Mar. 9, 1911; educ.: Snatak (B.A.), Gujarat Vidya Peeth; curator, Ahmedabad Swadeshi Museum, 1933-34; sub-ed., Gujarat Samachar, 1934-36, leader writer & feature ed., 1936-42, actg. ed., 1942-44, jt. ed., 1944-52, ch. ed., 1952-62; joined 'Sandesh' as ed., 1962; hon. prof. of journalism, H. K. Arts College, Ahmedabad; member, Board of Studies in Journalism (Gujarat Univ.); author of five publications; trustee of two educational trusts; toured U.K.; add.: 108, Keshavnagar, Ahmedabad-5.

Mehta, Ravishanker V. : Ed., Janmabhoomi, since 1962; b.: Oct. 10, 1904; educ.: B.A., Bahauddin College, Junagadh, 1927; ed. Hindustan Prajamitra, 1930; joined Janmabhoomi, 1940, exec. ed., till 1946; ed. Pravasi (wkly.); ed., Janashakti, 1951; pres., Journalistic Section, Gujarati Sahitya Parishad, 1958; poet and short-story writer; add. Anandasharam, Church Rd., Vile Parle (West), Bombay-54.

Menon, K. P. Kesava: Ch. Ed., Mathrubhumi (Dly. & Illustrated Wkly.), Calicut; b.: Sep. 1, 1886; educ.: Zamorian College, Calicut, Presidency College

and Christian College, Madras; called to the Bar from the Middle Temple; founded Mathrubhumi, 1923; High Commissioner for India in Ceylon, 1950; pres., Kerala Sahitya Akademi; author of several books in Malayalam; add. Bilathikulam, Kozhikode, Kerala.

Menon, K. S. K.: News Ed., Free Press Group of newspapers; b.: Dec. 28, 1925; educ.: M.A., B.L.; news ed., Hindusthan Standard, Delhi, 1958-61; Free Press Journal's spl. corspdt. at Delhi, 1962-63; formerly, officer, Indian Army, 1944-48; justice of peace and hony, magistrate, Greater Bombay; add.: 47/1346, MHB-MIG Scheme, Adarshnagar, Worli, Bombay-18.

Menon, V. R.: News Ed.,-in-Charge, Ernakulam edition of Mathrubhumi since 1962; b.: Sep. 12, 1912; educ.: undergrad.; ed., Kairali, 1932-37; sub-ed., Mathrubhumi, Calicut, 1937-53, news ed., 1953-63; travelled extensively in England and Western Europe.

Misra, Manmohan: Ed. Kalinga, Cuttack; b.: 1902; educ.: B.A.; corspdt., Times of India, Orissa, 1947; ed., The Congress Bulletin of the Utkal P.C.C., 1957; chairman, Cuttack Municipality, 1958-59; gen. secy. I.N.T.U.C., Orissa br. 1959; joined Kalinga as ed., 1960; travelled widely.

Misra, Sriharsh: Jt. Ed, Kalinga, Cuttack; b.: Oct. 20, 1919; sub-ed., Dainik Asha, 1938; sub-ed., Samaj, 1946, subsequently jt. ed.; feature ed., Kalinga 1964; widely travelled; author of several Oriya books; add.: Pension Lane, Cuttack-1.

Mitra, Mukundabihari: Asst. Ed., Amrita Bazar Patrika, Calcutta; b.: Jan. 1, 1912; educ.: M.A. (Eng.), Calcutta Univ.; professor of English Literature and Language, City College, Calcutta, 1944-54; add.: 63, Khelat Babu Lane, Calcutta-2.

Moraes, Frank Robert: Ed.-in-Chief, Indian Express, since 1957; b.: 1907; educ.: St. Xavier's College, Bombay, Oxford Univ., and Lincoln's Inn; asst. ed., Times of India, 1938-46; ed., Times of Ceylon 1947-48, National Standard, 1950; member: Indian cultural delegation to China 1952; ed., Times of India, 1951-57; Sheriff of Bombay,

1961-62; publications: "Introduction to India and the Story of India", "Report on Mao's China", 1953, "Jawaharlal Nehru", 1956, "Yonder One World", 1958, "The Revolt in Tibet", 1959, and "India Today", 1959, "Nehru, Sunlight and Shadow", 1964, "The Importance of Being Black" 1965; add.: D-3 Mafatlal Park, Bhulabhai Desai Rd., Bombay-26.

Mukerjee, Dilip: Asst. Ed. and Industrial Corspdt., Statesman, Calcutta; corspdt. in India of the Economist, London; also economics corspdt. of Die Welt, Hamburg; b.: Oct. 10, 1925; educ.: B.A. (Hons.); formerly ch. of bureau Economic Times, Calcutta, worked with D. K. Keymer & Co. Ltd., Calcutta 1945-55, ch. PRO Tata Iron and Steel Co. Ltd., 1956-61; add.: Flat 2, 15 Dover Rd., Calcutta-19.

Mukherjee, Vivekananda: Ed., Basumati; b.: July 1904; educ.: Matric; asst. ed., Ananda Bazar Patrika till 1937; ed., Jugantar, 1938-62; pres., Indian Journalists Assn., 1951-53; widely travelled abroad; author of several books; add.: 132 Magendranath Rd., Calcutta-20.

Mulgaokar, S.: Ed. Hindustan Times, New Delhi; worked as sub-ed., Pioneer, Lucknow, 1940; asst. ed., Hindustan Times, 1945, foreign corspdt. during the Peace Conference in Paris, 1946-47; left Hindustan Times, 1951 and joined Times of India as roving foreign corspdt., first in S.E. Asia and the Far East, and later in the Middle East; London Corspdt., Times of India, 1953-57, Washington corspdt. 1958; rejoined Hindustan Times as ed., Aug. 1958.

Murthy, R. V.: Ed. Record & Statistics, Bombay, and Spl. Rep., Eastern Economist & Hindustan Times; b.: Nov. 12, 1906; educ.: M.A., Mysore Univ., formerly associated with Commerce as ed., and with Bharat as ch. ed.; widely travelled; add.: 5 Ratan Lodge, Bombay-19.

Nagaraja, B. R.: Asst. Ed. Mail, Madras; b.: Feb. 18, 1930; serviced in various capacities with Bharat, Bombay, Deccan Herald, Bangalore, Time-Life International, Delhi, Indian Express, Bombay, NAFEN, Bombay, and USIS Madras; with Mail since 1963.

Nair, A. B.: Mg. Dir., Indian National Press (Bombay) Pvt. Ltd., since 1953;

Ed., Free Press Journal, Bharat Joyti and Free Press Bulletin; ex-pres., IENS and ex-chairman, PTI; chairman, Accreditation Committee of Maharashtra; ex-Sheriff of Bombay; member. exec. committee, AINEC; delegate to Conference on Freedom of Information held under UNO in 1961; widely travelled; add.: R 108, Theosophical Colony, Juhu, Bombay-54.

Nair, L. R.: Prin. Inf. Offr., Govt. of India; b.: Jan. 9, 1908; educ.: M.A.; between 1945-53: prof. of history, Dayal Singh College, Lahore, production offr. asst. dir., (publicity), dir. (public relations), Punjab Govt.; between 1953-63: advtg. consultant, advr. 5 yr. plan publicity, dir. of advtg. and visual publicity Govt. of India; widely travelled abroad; author of a number of books; add.: Cl/1 Hardinge Avenue, New Delhi.

Nair, Madhavan: Ed., Tribune, Ambala, since 1962; b.: Jan. 26, 1916; asst. ed., Roy's Wkly., New Delhi, 1939-45; news ed., API, New Delhi, 1945-47; ch. asst. ed., Pioneer, Lucknow, 1947-62; Editor's House, Tribune Colony, Ambala.

Nair, V. M.: Mg. Ed., Mathrubhoomi, and Mg. Dir., Mathrubhoomi Printing & Publishing Co. Ltd., Calicut; b.: June 17, 1896; add.: Saroj Nivas, East Hill Rd., Bilathikulam, Calicut-6.

Nanporia, N. J.: Ed., Times of India, Bombay; b.: Nov. 11, 1923; add.: Flat 3-A, 3rd Floor, Bldg. 'B', Somerset Place, opposite Sophia College, Bhulabhai Desai Rd., Bombay-26.

Narain, K. V.: Far East Corspdt, Hindu in Tokyo; b.: Mar. 4, 1917; educ.: B.Sc., Mysore Univ.; feature ed., USIS Bombay, 1948-51; Tokyo corspdt. PTI, 1952-54, Associated Newspapers of Ceylon, 1954-56; associate ed., Asahi Evening News, Tokyo, 1954-58; add.: 20 Haramachi, Shibuya-ku, Tokyo (Japan).

Narasimhan, G.: Mg. Ed., Hindu, and Mg. Dir., Kasturi & Sons Ltd., Madras; age: 40 yrs.; educ.: B.A. (Hons.), Presidency College, Madras; joined Hindu, 1937; pres. IENS. 1956-57; chairman, ABC. 1958-59, Indian section of IPI, and PII; add.: Farm House, 101 Mowbray's Road, Madras-18.

Narasimhan, V. K.: Dy. Ed., Hindu, Madras; b.: July 15, 1912; educ.: Loyola College, Madras; sub-ed., Hindu 1932, dy. ed., 1961; gen. secy., Southern India Journalists' Federation, 1949-55, pres. 1955-56; secy., Society for International Development, Madras, 1961, pres. 1964-65; edited: Indian Press Year Book, 1948-55, Indian Bankers' Annual, Advertising Year Book and the All India Election Guide; publications: "The Press, the Public and the Administration", "Excursions" and "Life of Kasturi Ranga Iyengar"; add.: "Rohini", Raja St., Madras-28.

Narayanan, E.: Ed., Link (Wkly.) and Patriot (daily).

Narayanan, K. P.: Ed., Madhya Pradesh Chronicle; b.: June 14, 1909; educ.: Presidency College, Madras; asst. ed., Insurance Review, Lahore, and Daily News, Nagpur; ed. Nagpur Times, 1939-57; member, Board of Studies on Journalism, Nagpur Univ., jt. author of "Journalism in Modern India"; widely travelled; add.: Gitanjali, S.N. 6, Civil Lines, Bhopal (M.P.).

Narayanswami, C. K.: Asst. Ed., Free Press Journal, Bombay; b.: July 25, 1903; worked as reporter, sub.ed., and feature writer, Bombay Chronicle, for nearly 28 yrs.; asst. ed., Free Press Journal, 1949-53; dir. of publicity, Khadi & Village Industries Commission, 1953-61; rejoined Free Press Journal 1961; actively associated with Congress, Socialist and trade union movements since 1922; author of several books.

Narendra, K.: Ed., Pratap & Vir Arjun, New Delhi; b.: Apr. 24, 1914; educ.: M.A.; former hon'y treasurer.; AINEC, IENS, Press Club of India; visited U.S.A., 1953, & 1962, U.K. 1960, West Germany, 1961, also visited Japan, U.A.R., France and other countries; add.: Pratap Bhawan, Mathura Road, New Delhi.

Pandit, C. M.: Ed. and Pub. Export Journal; b.: Dec. 1, 1910; educ.: studied salesmanship at National Salesman's Training Assn., Chicago; entered journalism, 1947; now ed. Indian Export Trade Journal, Foreign Trade & Industry Annual, Africa & Middle East Trade Annual, Asia & Far East Economic Review, Engineering Industry & Trade

Journal Textile Industry & Trade Journal, Journal of Chemicals & Allied Industries; tries; add.: Parshuram Bldg., Sayajiganj, Baroda.

Pandit, Ramashankar: Prop. and Mg. Ed. Lokmanya, Calcutta; add.: 9413 Lower Chitpur Road, Calcutta-7.

Parekh, Himatlal D.: Ed., Phulchhab since 1962; b.: July 10, 1915; joined Janmabhoomi, 1942 and worked in various capacities; ten yrs. as asst. ed., Pravasi wkly; add.: Dilip Bag, Gavlivad, Rajkot, Saurashtra (Guj.).

Parthasarathy, R.: News Ed. Hindu, Madras; b.: May 4, 1915; educ.: M.A., Madras Univ.; sub-ed. Mail, Madras; 1937-44; film critic of Sport & Pastime, Madras, for 13 yrs. under pen-name 'Partha'.

Parthasarathy, S.: Ed.-Hindu, Madras; age: 61 yrs.; educ.: B.A., Christian College, Madras; joined Hindu, 1924; add.: 4 Luz Church Road, Madras-4.

Parulekar, N. B.: Ed.-in-Chief, Sakal, Poona; add.: Budhwar Peth, Poona.

Patel, Chandrakant J.: Ed., Sunday Globe, Baroda; educ.: St. Stephen's College, Delhi Univ., Univ. of Bristol, U.K., Columbia Univ., U.S.A.; UN corspdt. of Hindu for some time; launched Sunday Globe, June 1964; add.: Khadia Pole, Baroda.

Patel, C. S.: Mg. Ed., Printer and Publisher, Sandesh & Sevak (dailies), Bal Sandesh & Chitrajyot & Stree (wklies.), Aram & Sansar (mthlies.), Ahmedabad; ex-officio dir. of Sandesh Ltd.; b.: May 10, 1918; add. Satyash Lila, Ambawadi, Ellis Bridge, Ahmedabad-6.

Patnalk, J. B.: Ed. Eastern Times and Prajatantra, Cuttack; b.: Jan. 1, 1927; educ.: M.A., Banaras Hindu Univ.; joined Eastern Times, 1949, ed., 1951 and of Prajantanta, 1952; widely travelled; member, State's Sahitya Akademi; fellow, Senate, Utkal, Univ.; add.: Beharibag, Cuttack-2.

Pattabiram, K. R.: Mg. Ed. & Partner, Deccan Chronicle, and Partner, Andhra Bhoomi, Secunderabad; b.: June 6, 1923; educ.: B.A., Nizam's College, 1945; joined Deccan Chronicle, 1947, mg. ed., 1950.

INFA 1965

Phookan, L. N.: Ed., Assam Tribune, Gauhati, since 1939; b.: 1896; worked on the editorial staff of Amrita Bazar Patrika, Forward, and Hindustan Standard, Calcutta; former Ed., Times of Assam (Eng. wkly.) and Assamiya (Assamese wkly.); writer of Assamese short stories.

Pillai, S. S.: Ed., Screen, Bombay.

Prabhu, Niranjan K.: Sports Ed., Times of India, Bombay; b.: Dec. 29, 1923; educ.: B.Sc.; sr. sub-ed., The Indian News Chronicle, Delhi, 1946-50; sports-in-charge, Delhi edition of the Times of India, 1950-58; The Herald, Melbourne, Australia, 1958-59; add.: 12-A, Pushpa Vihar-2, Colaba Road, Bombay-5.

Radhakrishnan, S.: Ed., Andhra Sachitra Vara Patrika; b.: Aug. 12, 1933; educ.: M.A., Madras Presidency College, 1952; joined Andhra Patrika; ed., Andhra Patrika Illustrated weekly (now Andhra Sachitra Vara Patrika); add.: 29, Chambers Rd., Madras-28.

Ragavan, M. V.: Dir. and Gen. Mgr, Mail, Madras.

Rajagopalarao, Katragadda: Ed., Visalaandhra, Vijayawada, since 1952; b.: May 22, 1918; educ.: Vidyapraveena, Andhra Univ.; secy., Visalaandhra Vignan Samithi; member: Madras Legislative Assembly, 1952-53, Andhra Legislative Assembly, 1954, Govts. Elementary Education Committee, 1954.

Rajan, V. P. V.: Ed. Mail, Madras; b.: Apr. 1, 1914; educ.: Govt. Victoria College, Palghat, Kerala; add.: 55 Pilliar Koil Street, Triplicane, Madras-5.

Raman, A. S.: Ed., The Illustrated Weekly of India, Bombay; b.: Apr. 9, 1919; educ.: M.A.; ed., Our India magazine, 1946-48; asst. ed., magazines, Publications Division, Govt. of India, 1948-53; asst. ed., Illustrated Weekly of India, 1953-59; author of "Tales From Indian Mythology", "Nicholas Roerich" etc.; widely travelled in Europe and America; Add.: No. 2, Orion, Oomer Park, Warden Road., Bombay-26.

Ramkrishnan, S.: Ed., Bhavan's Journal, Jt. Dir. and Exec. Secy., Bharatiya Vidya Bhavan, Bombay; also Dir., Bhavan's College of Journalism, Advtg.

& Printing, Bombay; b.: July 21, 1922; add.: Krishna Kunj, Sion Rd., East, Bombay-22.

Rameshwar, S. M.: Ch. Reporter, Times of India, New Delhi; b.: July 14, 1911; asst. ed., Indian Express, 1958-60; news ed., Hindustan Times, 1960-62; author of 'Resurgent Rajasthan'; add.: B-1 Green Park Extension, New Delhi-16.

Rangachari, K.: Resident Ed., Statesman, New Delhi; b.: May 31, 1912; educ.: M.A. (Madras); asst. ed., Eastern Economist, 1948-56; associate ed., Indian Express, 1956-58; asst. ed., Statesman, 1959.

Rangaswami, C. S.: Ed., Indian Finance, add.: L. C. Rd., Calcutta-1.

Rangaswami, K.: New Delhi Political Corspdt., Hindu (Madras) since 1947; b.: Mar. 15, 1908; educ.: M.A.; with Indian Express 1934-37; Mail Madras, 1937-38; spl. corspdt., Hindu at Sewagram, 1940-47; also Delhi corspdt., Manchester Guardian, 1948-62; add.: 49 Lodi Estate, New Delhi.

Rangnekar, D. K.: Ch. of Economic Times Bureau, New Delhi; b.: July 15, 1931; educ.: London School of Economics and Political Science; asst. ed., Ceylon Daily News; ed.-in-chief, Associated Newspapers of Ceylon Research Unit; wrote political and economic columns for Ceylon Dly News under pseudonym "Dinar"; fincl. corspdt. Times of India; visiting professor of Asian Studies at University of Melbourne; publications: "Poverty and Capital Development in India", "Congress-Communist Tangle", "Bokaro—A Story of Bungling", "India, Britain and ECM"; add.: C-251 Defence Colony New Delhi-3.

Rao, B. Shiva: First entered journalism in 1917 in Dr. Annie Besant's New India, Madras; became New Delhi corspdt., Hindu, Madras, and Manchester Guardian, 1952, and also for Baltimore Sun, 1937-43; delegate, UN General Assembly, 1947-50 and 1952; member, Constituent Assembly, 1946-51, Lok Sabha, 1952-57, and Rajya Sabha, 1957-60.

Rao, Mohan U.: Asst. Ed., Financial Express, Bombay; b.: May 9, 1925; educ.:

B.A. (Madras Univ.); asst. ed., Janata, 1952-53; sub-ed., Indian Express Bombay, 1953-59, spl. corspdt. for South Arabia 1960-61; ed. The Recorder, Aden, 1960-61; asst. ed., Indian Express, New Delhi, 1961-62; add.: 21, Surat Bahar, Victoria Bunder Rd., Colaba, Bombay-5.

Rao, Moturu Hanumantha: Ch. Ed., Visalaandhra, Vijayawada; b.: 1917; member, National Council, Central Communist Party of India since 1953, elected to Madras Assembly, 1952; Ed., Visalaandhra, 1953.

Rao, T. S. Ramchander: Ed., Prajavani, and Pub. Deccan Herald; b.: Dec. 20, 1924; educ.: Univ. of Mysore; add.: 53 Surveyor Street, Basavangudi, Bangalore-4.

Rao, U. Bhaskar: Features Ed. & Spl. Corspdt., INFA, New Delhi; b.: 1904; educ.: Presidency College, Madras and King's College, London; sub-ed., Times of India, Bombay, 1934-44, ch. sub-ed., 1947-48; news ed., Morning Standard, Bombay, 1944-46; news ed., Bharat, Bombay, 1949-50, ed., 1950-51; ed., Delhi Express, Delhi, 1951-53; resident ed., Indian Express, Delhi, 1953-58; news ed., Hindustan Times 1958-59; parliamentary commentator, AIR, 1960-64; add.: A-69, Defence Colony, New Delhi.

Rath, Radhanath: Ed., The Samaj, Cuttack; b.: Dec. 7, 1897; entered journalism 1919; ex-Minister of Finance and Education and Development, Orissa Govt., 1952-61; chairman, Bharat Sevak Samaj; pres., Printing Press Assn.; member: Official Language (Legislative) Commission, Hindi Sahitya Samilani Governing Body; add.: Gopabandhu Bhawan, Cuttack-1.

Rau, M. Chalapathi: Ed., National Herald, Lucknow; educ.: M.A., B.L., Madras Univ.; joined Madras High Court Bar, 1934; jr. asst. ed., asst. ed., sr. asst. ed., news ed., National Herald, 1938-42; asst. ed. and columnist, Hindustan Times, 1943-45; jt. ed., National Herald, 1945 and ed., 1946; member: UNESCO Press Experts Commission; Press Commission, 1952-54, Committee on Broadcasting & Information Media, 1964; jt. founder of IPI; founder-pres.,

All India Convention of Working Journalists, 1950; pres., IFWJ, 1951-55; alternate delegate, UNESCO's General Conference, 1956 (New Delhi), 1960 at Paris; rep. UN General Assembly, 1958; leader, Indian Press Delegation to USSR, Poland and Yugoslavia, 1955.

Rayan, S. V.: Ed., Commerce, Bombay, since 1951; b.: May, 1916; educ.: specialised in banking for four yrs., took diploma C.A.I.I.B.; joined Commerce 1938; add.: No. 4-6 Vishranti, Brahmanwada Rd., Matunga, Bombay-19.

Roy, H. C.: Ed., Northern India Patrika, Allahabad, since 1959; asst. ed., Amrita Bazar Patrika, 1945-58; worked earlier for Advance and Amrita Bazar Patrika, Calcutta; vice-president Tagore Literary Society, Allahabad; visited West Germany, and USA, also UK and France as dean of the delegation of Indian Journalists and Writers; add.: 15C Edmonstone Road, Allahabad.

Roy, M.: Columnist and Leader Writer, Amrita Bazar Patrika, Calcutta; b.: 1903; founder-member, Press Assn., Simla and New Delhi; worked as sub-ed., news ed., asst. ed., and spl. corspdt. in New Delhi.

Roy, P. K.: Gen. Mgr., Times of India group of publications, Bombay and Delhi since 1963; age: 43 yrs.; educ.: M.Sc., Banaras Hindu Univ.; business mgr., Times of India, for eight yrs. prior to becoming dy. gen. mgr.; member; Institute of Printing management, London, Council of Management, ABC, Executive Committee, IENS, Exec. Committee Bombay Management Association; dir., PTI, trustee, of PII.

Roy, Ranajit.: Chief Delhi News Bureau, Ananda Bazar Patrika and Hindustan Standard since Apr., 1965; b.: Feb. 1, 1915; educ.: Calcutta Univ.; sub-ed., API and Reuters, Calcutta, 1946-61; spl. rep., Statesman Delhi 1961-65; add.: 32 Naktala (2), Calcutta-47.

Sachin Sen (Dr.): Ed., Indian Nation, Patna, since 1946; b.: Dec., 1902; educ.: M.A., B.L., Ph.D. (Calcutta Univ.); lecturer, commerce dept., Vidyasagar College, Calcutta, 1945; life member, Patna Univ. Senate; ex-pres.,

AINEC, 1956; author of : "The Birth of Pakistan", "The Political Thought of Tagore", "The Press and Democracy", "The Tenure of Agricultural Land", etc.; add.: Bank Rd., Patna.

Sadasivan, T.: Mg. Ed., Kalki, Madras.

Sagar, Easwar: Washington Corspdt., Hindu; b.: Oct. 16, 1921; Calcutta corspdt., Hindu, 1950-61; U.S. U.N. corspdt. at New York, 1961-63; add.: 3228 Rittenhouse Street N.W., Washington, DC 20015.

Sahi, G. N.: Gen. Mgr. Hindustan Times, New Delhi; b.: Mar. 5, 1910; educ.: Mazaffarpur College; resident rep. in Calcutta, Hindustan Times, 1935, advtg. mgr. 1939, business and production mgr., 1943; dir., PTI.

Sambhu Prasad, S.: Mg. Ed., Andhra Patrika, Madras; b.: Jan. 26, 1911; educ.: grad. Santiniketan, 1929; joined Andhra Patrika, became mg. ed., after the death of the founder, Shri Nageswara Rao Pantula; add.: 29, Chamiers Rd., Madras-28.

Sarkar, A. K.: Dir., Ananda Bazar Patrika Pvt. Ltd., and Ed., Ananda Bazar Patrika & Desh; b.: Oct. 7, 1912; educ.: B.Sc., F.C.A., Calcutta; former pres., IENS; pres.: National Cricket Club, Parvat Abhiyatri Sangha, Banga Sanskriti Sammelan; member, Bengal Natiaol Chambers of Commerce; add.: C.I.T. Scheme No. 51, Plot 6, Calcutta-5.

Sarkar, Chanchal: Dir., Press Institute of India, Delhi; b.: 1926; educ.: Presidency College, Calcutta, & Clare Collere, Cambridge, called to the Bar from Lincoln's Inn; asst. ed., Statesman, 1953, also served as parliamentary corspdt., leader writer, columnist and spl. corspdt., at home & abroad; associate Nieman Fellow, Harvard Univ., 1960-61; joined PII, 1963.

Satoskar, B. D.: Ch. Ed. & Exec. Head, Daily Goman'ak, Panjim (Goa); b.: Mar. 26, 1909; educ.: Portuguese Liceu, B.A., Bombay Univ., Dip. Lib., Bombay Govt.; ed.: Wisava mthly., Bombay 1946-50, Dudhsagar fortnightly, Bombay, 1954-62, Kathasagar mthly., Bombay, 1959-64; prop. & ed., Sagar

Sahitya Prakashan, 1935-64; author of 25 Marathi books; add.: Caranzalem, Panjim, Goa.

Satyanarayana, K.: News Ed., Mail, Madras, since 1963; b.: July 27, 1916; sub-ed., Janavani, 1936-37; reporter, Andhra Patrika, 1937-38; sub-ed., Andhra Prabha, 1938-42, Free Press, 1943-44, Mail, 1945-63; short story writer; add.: 5 Veerabadran Street, Mylapore, Madras-4.

Sen, Samar: Ed., Now (English wkly), Calcutta; b.: 1916; educ.: M.A., Calcutta Univ.; formerly lecturer in English, Commercial College, Delhi; asst. news ed., AIR, Delhi; sr. sub-ed., Statesman, Calcutta; translator to Foreign Languages Publishing House, Moscow; ch. copywriter, JWT, Calcutta; jt. ed., Hindusthan Standard, Calcutta; add.: 15C Swinhoe St., Calcutta-19.

Sengupta, N.: Asst. Ed., Jugantar since Feb. 1963; Calcutta; b.: July, 1926; educ.: B.A., Calcutta Univ.; sub-ed.; Daily Krishak, 1945, Daily Bharat, 1946, Daily Swaraj, 1947; staff reporter: Dly. Lokasevak, 1948-50, Jugantar, 1950-63; add.: 5 B, Bethune Row, Calcutta-6.

Seshaiah, N. B.: Ed., Andhra Prabha; b.: Dec. 22, 1905; reporter, Sawarajya, 1923-24; reporter & later asst. ed., Andhra Patrika, 1924-1945; ed., Navodaya (Telugu wkly.) 1946-50; asst. ed., Andhra Prabha, 1950-59; secy., Andhra Nataka Kala Parishad, 1933-35; secy. Andhra Provincial Journalists Assn.; member, Film Censor Board; add.: Bala Vihar Governorpet, Vijayawada.

Shah, Chimanlal Vadilal: Ed., Prajatantra and Prajamtira, Bombay; b.: Feb. 3, 1903; add.: 883 Marine Drive, Bombay-2.

Shah, P. M.: Ed., Indian Exporter & Importer, Bombay; b.: Jan. 1, 1909; educ.: Wilson College, Bombay, and Univ. School of Economics; asst. secy., Indian Merchants Chamber, Bombay, 1936-47; started Indian Exporter & Importer, 1947; pres., Trade & Technical Publications Assn., Bombay; hony. treasurer, Press Guild of India; travelled widely; add. 12 Fort Chambers, Hamam St., Bombay-1.

Shah, Shantilal H.: Mg. Trustee, Saurashtra Trust (Proprietors, Janmabhoomi group of newspapers); b.: 1898; educ.: B.A., LL.B., Bombay Univ.; elected to Bombay Legislative Council in 1937, its dy. chairman, 1946; Minister for Labour & Public Health, Bombay State, leader, Indian delegation to 38th session of ILO, Geneva, 1955; former chairman, Board of Directors, & pres., INCS; vice-pres. ILNA; also Minister for Law, Judiciary & Labour till 1963; presently Minister for Public Health, Law & Judiciary, Maharashtra, Bombay.

Shamlal: Resident Ed., Times of India, Delhi; b.: Nov. 7, 1912; educ.: M.A. (Eng. Lit.), Govt. College, Lahore; joined Hindustan Times, 1934-46; Indian News Chronicle, 1947-50; Times of India, 1950; writes a literary column under the pen name "Adib".

Shamuyarira, N. M.: Ed.-in-Chief, Central African Daily News, South Rhodesia; b.: Sep. 28, 1928; educ.: Waddilore Teachers' Training Institution; teacher-Journalist since 1953; travelled extensively; add.: P.O. Box No. 1254, Salisbury, Southern Rhodesia, Africa.

Sharma, H. D.: News Ed., Navbharat Times, Delhi; educ.: B.A., Sahitya Ratna; journalist for past 20 years; independent member, New Delhi Municipal Committee, and ex-member, Delhi Municipal Corporation; member; Delegation to Japan, 1962; add.: 4331 Aryapura, Delhi.

Sharma, P. D.: Spl. Corspdt., Times of India, since Apr. 1964; b.: Mar. 24, 1904; educ.: B.A. (Hons.), LL.B., Pb. Univ., on editl. staff, Hindustan Times, 1927-32, & National Call, 1932-34; ed.: Free Press of India, 1934-35, UPI, 1935-45; Delhi rep.: UPA & BUP, 1939-54, Tribune, 1946-54, Indian Express 1933-59, Free Press Journal, 1935-50, Hindustan Standard, 1936-46; ch. of bureau Hindustan Times, New Delhi, 1959-64; secy., Press Gallery Committee of Parliament, 1945-60; spl. corspdt., Japan Times, Tokyo, since 1958; add.: 26 Narendra Place, New Delhi-1.

Sharma, R. R.: Gen. Mgr., Tribune, Ambala; b.: 1910; educ.: M.A., Govt. College, Lahore, 1932; asst. mgr., Tribune, Lahore, 1936, mgr., Tribune

Simla, 1947, gen. mgr., Tribune, Ambala since 1953; member, Executive Committee, IENS; dir., PTI.

Sharma, V. V. R.: Spl. Corspdt., Times of India, Karachi since May 1964; b.: Apr. 17, 1927; educ.: M.A.; staff reporter, Indian Republic, Madras, 1948-49, PTI, Madras, 1950-52, Times of India, Bombay, 1958-61; corspdt., Statesman, Kurnool, 1954; staff corspdt. Times of India, Assam, 1961-64; add.: 920-C, Central Commercial Area, PECHS, Karachi (Pakistan).

Sheorey, A. G.: Gen. Mgr. & Mg. Ed., Nagpur Times; b.: Sep. 8, 1911; educ.: M.A., Nagpur Univ.; founder-business mgr. Independent (wkly.) 1935; gen. mgr. Nagpur Times, 1948; secy., Nagpur Times Trust; pres., Sahityakar Sangam; reputed Hindi writer; won Gandhi Award for 1960-61.

Sheorey, W. G.: Former Ed., Nagpur Times; b.: June 30, 1909; educ.: B.A.; started journalistic career as sub-ed., Daily News, 1933; founder-editor, Independent (Eng. wkly.) 1935; ed., Nagpur Times, 1948-61; started Betul Varta (Hindi wkly.).

Sheth, R. C.: Ed. & Mg. Partner, Janasatta, Ahmedabad, and Lokasatta, Baroda; b.: May 23, 1917; educ.: B.Sc., Bombay Univ.

Sheth, Ratilal M.: Gen. Mgr., Janmabhoomi group of newspapers Bombay, since 1935; b.: Sep. 19, 1910; hon. gen. secy., ILNA, since 1954; ed., Language Press Bulletin; member: Commonwealth Press Union, IPI, Advtg. Council of India, Advry. Committee for Newsprint and Printing Machinery for Newspapers; attended: IPI Gen. Assembly in Stockholm (Sweden) 1963. IPI seminar for Asian newspaper executives at Tokyo (Japan) 1964.

Shukla R. G.: Gen. Mgr., Gavakari, Amrit & Rasarang, Nasik; b.: Jan. 24, 1914; educ.: matric, 1931; asst. mgr., Khadi Bhandar, Bombay, 1939-41; instructor in Yerawada jail to train prisoners in spinning and weaving khadi, 1948.

Shukla, Pt. Shyama Charan: Ch. Ed., Printer & Pub., Mahakoshal, Raipur, since 1948; b.: 1925; educ.: B.Sc. (Tech.)

Banaras Hindu Univ., LL.B., Nagpur Univ.; member Legislative Assembly since 1956.

Siddappa, T.: Ed., Tainadu Dly., & Gokula Wkly, Bangalore; b.: May 19, 1916; educ.: Maharaja High School, Mysore; former vice-pres., Mysore Journalists' Assn.; ed., Prajamatha, Bangalore; member edtl. Advisory Committee for Kannada Nudi; add.: Trustee S.L.N. Charities, Bangalore.

Singh, P. P.: Head of Dept. of Journalism, Panjab Univ.; b.: Feb. 25, 1910; educ.: B.A., LL.B., Lucknow Univ. M.A. Journalism USA, dip. in Journalism from UK; spl. corspdt., International News Service; sub-ed., Pioneer; ed., Navin Bharat; represented India at S.E. Asian Conference of Journalists in Ceylon, 1957; attended UNESCO's seminar in Manila on Training Methods in Journalism in S.E. Asia, 1961; pres., The Assn. of Journalism Educators in Asia and the Indian Assn. for Education in Journalism; add.: University Campus, Chandigarh.

Singh, Ram: Ed., Thought, Delhi. started as city reporter National Call, 1934; founder-ed., Navyug, 1941, worked in Vanguard till 1947; diplomatic corspdt., Hindustan Times, 1960,

Singh Rana Jang Bahadur: Ex-M.L.A. Journalist & Author; b.: Dec. 2, 1902; educ.: B.A., Aligarh National Muslim Univ., (Jamia); sub-ed., Comrade, Delhi, 1924-25; ed., Nation, Lahore, 1925-27; asst. ed., Tribune, Lahore, 1927-45, ed., 1946-48; ed., National Call & Nava Bharat, Delhi, 1948-49; ed., People (wkly.), Delhi, 1949-50; ed., Times of India, Delhi, 1950-51; part-time lecturer in journalism Pb. Univ., at Delhi, 1948-62; vice-pres., IFWJ, 1951-56; dy. leader, Indian delegation to the International Conference of Journalists, Helsinki, 1956; travelled abroad extensively; ex-member, Court of Delhi Univ.; member of the Senate of the Jamia; pubcy. advr., Escort's Ltd., New Delhi; add.: C-7 Nizamuddin Extn., New Delhi.

Singh Ranbir: Ch. Ed., Dly. Milap, New Delhi; b.: Dec. 28, 1907; educ.: D.A.V. & Law Colleges, Lahore; first gen. secy. All-India Students' Convention, Lahore;

sentenced to death in the Punjab Governor Shooting Conspiracy Case, 1931, acquitted by Punjab High Court; detained under Regulation III of 1818 for two years; joined Milap as sub-ed.; visited several foreign countries; author of some 35 novels; secy. gen., AINEC.

Singh, Sardar Jang Bahadur: Ch. Ed., Sher-i-Punjab, New Delhi, since 1948; b.: Oct. 10, 1915; educ.: Khalsa College, Amritsar, and Oriental College, Lahore; past member: Central Press Advisory Committee, Govt. of India, Press Advisory Committee of Punjab Govt., Preparatory Committee of the II Indian National Conference of Non-Governmental Organizations on U.N. Information, Board of Studies and Courses in Faculty of Arts of Delhi Univ., Public Relations Committee, Delhi Admn.; founder member, Press Club of India; pres., Sikh Press Assn. and member, Mayor's Citizens Council; sr. vice-pres., All India Periodicals and Small Newspapers Advisory Committee; travelled widely.

Sivaraman, A. N.: Ed., Dinamani, Madras; b.: Mar. 1904; educ.: Hindu College, Tirunelveli; joined Tamil Nadu, 1929; asst. ed., Gandhi, 1932-34; sub-ed., Dinamani, 1934, asst. ed., 1934-40, actg. ed., 1940-41; sr. asst. ed., Indian Express, 1941-53; spl. corspdt. UN Conference, San Francisco 1945; corspdt. in New York, Express group, 1946-47; study tours of: Germany and France, 1954, Sweden, Denmark Finland, Czechoslovakia and Yugoslavia, 1956, U.K. 1959 and 1964.

Sondhi, P. L.: Gen. Mgr., Indian Express New Delhi since 1959; b.: Nov. 28, 1895; educ.: grad., Govt. College, Lahore; mg. dir., Bande Matram, Lahore, 1923-27; mgr. Tribune 1928-47; dir. in-charge & gen. mgr., National Herald, Lucknow, 1956; secy. Tilak School of Politics, 1921; secy., Servants of People Society (SPS) 1921-24; member, SPS, 1921-26; associate, SPS since 1926; dir.; Lakshmi Insurance Co., & Upper India Sugar Mills.

Sood, D. R.: Sr. Asst. Ed., Tribune, Ambala since 1958; b.: July 28, 1907; educ.: M.A., Pb. Univ., Lahore, joined Tribune 1947, as asst. ed.; add.: 34 Model Town, Ambala-3.

Srinivasan, S.: Ch. Reporter, Hindu, Madras since Aug. 1962; b.: Jan. 26, 1911; educ.: grad., Santiniketan, 1929; joined Andhra Patrika, became mg. ed., after the death of the founder, Shri Nageswara Rao Pantula; add.: 29, Chamiers Rd., Madras-28.

Subbaroyan, K.: Spl. Rep., & Jt. Ed., Indian Express, New Delhi; b.: Apr. 15, 1912; educ.: Ramakrishna Student's Home & Univ., Madras; sub-ed., Sind Observer, Karachi, 1934; spl. corspdt., Statesman, Times of India, Hindu & Daily Herald (London), 1934-47; spl. rep., Times of India, Karachi, 1946; ch. of New Delhi bureau Times of India, 1948-55; ed., Evening News of India, Bombay, 1953; ch. of bureau & jt. ed., Indian Express group of newspapers, Delhi, 1955; visited Japan, USSR, West Germany, France, U.K., U.S.A. & Malaysia.

Sukumaran, K.: Mg. Ed., Karala Kau-mudi, Trivandrum; b.: 1902; educ.: B.A., Madras Univ.; started Kerala Kaumudi, 1940; ex-member, Travancore Legislative Assembly.

Surjan, M. R.: Mg. Partner & Ed., Nai Dunia, Raipur & Mg. Dir., Jabalpur Samachar, Jabalpur; b.: Mar. 29, 1923; educ.: B. Com., LL.B., ad. mgr., Nava-Bharat, 1945-47; gen. mgr., 1947-59, started Jabalpur edition 1950, Bhopal edition, 1957; gen. mgr., Madhya Pradesh Chronicle, 1957-59; mg. dir., & ed., Nai Dunia, 1959-62; took over Jabalpur Samachar, 1962; member: standing committee, AINEC, executive Committee, M.P. Hindi Sahitya Sammelan; add.: 171 Sarafa, Jabalpur.

Swamy, S. V.: Gen. Mgr., Andhra Prabha (Illustrated Wkly.); add.: 9 Veerabadhra Iyer Street, Nungambak-kam, Madras-34.

Thampy, P. V.: Ed. Weekly, Kerala and Deepam Evening Daily, Ernakulam; b.: July 9, 1925; educ.: M.A., Madras Univ., B. L., Kerala Univ.; started Weekly Kerala, 1957; add.: XV18901B Chittoor Road, Ernakulam.

Thapar, Romesh: Ed., & Pub., Seminar (mthly.), New Delhi; b.: Jan. 1, 1922; asst. ed., Times of India, 1942-46; European ed., Free Press of India News Agency; ed. & pub., Cross Road (news-

wkly), 1949-51; dir. of Image India Films Pvt. Ltd.; member, National Book Trust; add.: 19 Kautilya Marg, Chanakya-puri, New Delhi.

Tharyan, P.: Ch. Asst. Ed., Pioneer, Lucknow; b.: Aug. 9, 1931; educ.: M.A., Madras Univ.; started as sub-ed., Indian Express, Bombay; later asst. ed., Financial Express, Bombay.

Thomas, D.: Times of India Corspdt. in Hong Kong; b.: Sep. 2, 1909; started as reporter, Times of India, 1928; later news & sports reporter, sub-ed., spl. rep. & asst. ed.-in-charge of Sunday News & Service, 1953; accredited corspdt. of Times of India with the UNO; travelled over Europe & USA.

Tilak, J. S.: Ch. Ed. & Trustee, Kesari-Mahratta Trust, Poona; b.: Oct. 11, 1921; educ.: B.Sc. (Hons), Poona; asst. ed., Kerari, 1945; ch. ed. Kesari (tri-wkly), 1950; ch. ed., Kesari (dly), 1961; add.: 568 Narayan Peth, Kelkar Rd., Poona-2.

Tiwari, Narendra: Mg. Ed., & Partner, Nai Dunia, Indore; b.: Oct. 19, 1917; educ.: matric.: mg. ed., Nai Dunia since 1947; ex-municipal councillor, Indore; secy., Prajamandal, Indore City; add.: 96 Biyabani Main Road, St. No. 1, Indore City.

Tripathi, Yogindra Pati: Ch. Ed. Swatantra Bharat, Lucknow, since 1953; b.: 1921; joined Navashakti (Hindi wkly.), Patna; later worked for Sansar, Varanasi & Adhikar, Lucknow, joined Swatantra Bharat, 1948; add.: 22 Kaiserbagh, Lucknow.

Trivedi, Hari Krishna: Jt. Ed., Hindustan, New Delhi; b.: Nov. 1, 1911; educ.: undergrad.; began journalistic career in 1935; worked as asst. ed.: Vishwavani, Sainik (wkly), Hans (mthly); sub-ed., Hindustan, 1943; author of "Subhas Chandra Bose".

Varghese, Kalathil: Ed., Malayala Manorama (wkly.), Kottayam, since 1956; b.: May 30, 1118; educ.: B.A., Christian College, Madras, M.A., Univ. College, Trivandrum; ed., Powar Sakthi (dly.), Calicut, 1945, spl. ed., Malayala Manorama, 1951-55.

Varma, D. N.: Spl. Rep., INFA & Tribune, Calcutta; b.: June 20, 1909;

INFA 1965

educ.: Calcutta & South California Univs.; worked with National Call, 1933, Press Syndicate, 1939; Hindustan Times, 1942; Indian Nation, 1944; leader writer & columnis, Eastern Time Cuttack, since 1954; add.: 5 Mission Row, Calcutta-1.

Venkatasubbiah, H.: Economic Correspdt., Hindu, Madras; b.: Nov. 12, 1915; educ.: Mysore Univ.: formerly infmn. offr., Min. of External Affairs; author "Indian Economy Since Independence; add.: 34/4 Hanuman Lane, New Delhi-1.

Venkatram, P: News Ed., Times of India, Bombay; b.: Feb. 11, 1916; reporter, Bombay Chronicle, 1936; sub-ed., Bombay Sentinel 1938, film critic 1939; joined Times of India, 1941, ch. sub-ed., 1947, asst. news ed., 1948, news ed. since April 1961; add.: C 50 Ganesh Baug, Dr. Ambedkar Rd., Matunga, Bombay-19.

Verghese, B. G.: Asst. Ed., Times of India, Bombay; b.: June 21, 1927; educ.: Doon School, Dehra Dun, St., Stephen's College, Delhi, Trinity College, Cambridge, B.A. (Hons.) in economics; asst. ed., Times of India, Bombay, transferred to Delhi as spl. corspdt., subsequently ch. of New Delhi News Bureau, 1951-62.

Vidyalankar, A.: Asst. Ed., Navbharat Times, Delhi: 19 yrs. journalistic experience; add. E-13 Model Town, Delhi.

Vidyalankar, Satyakam: Ed., Navaneet Hindi Digest; b.: Aug. 14, 1905; educ.: Vidyalankar, Gurukul Univ.; ed., Dharmayug, 1950-59; author of ten books, one awarded State prize.

Vidyalankar, Shreekant Thakur: Ed., Aryavarta (Hindi dly), Patna; b.: Aug., 1901; educ.: B.A. Bihar Vidyapith, 1925; sub-ed., Swatantra, 1926; ed., Vishwamitra, Calcutta, 1934; former ed., Vishwamitra, Bombay, Lokmanya (Hindi dly), Calcutta, Aj (Hindi dly), Varanasi, and Pradeep (Hindi dly), Patna; pres., Bihar Provincial Hindi Journalists' Conference, 1935; vice-pres., U.P. Press Conference, 1946-47; pres., Bihar Hindi Journalists' Assn., 1948; member, Standing Committee, AINEC, 1949-50 and 1963-64; pres., Bihar Working Journalists' Assn., 1953-55; member, IFWJ, 1955-56, Press Consultative Committee,

1962; add: Patrakar Sadan, Boring Rd., Patna.

Vishnu, K. R.: Gen. Mgr., Deccan Chronicle and Andhra Bhoomi, Secunderabad; educ.: B.A., LL.B.

Viswam, S.: Ch. of Bureau, Times of India News Service, Bombay; b.: Sep. 24, 1924; educ.: grad.: ch. reporter, Free Press Journal, 1946-50; feature writer & film ed., Bombay Chronicle 1950-52; news ed.: Evening Star 1950, Times of India News Service 1953-54; ch. reporter, Times of India, Bombay 1960-64; prof., Bombay College of Journalism, Bombay; add.: 5, Bhagwatti Bhuwan, Plot 323-A, Vincent Rd., Matunga, Bombay-19.

Vishwa Nath: Ed., & Pub., Caravan & Sarita (fortnightlies), & Mukta (mthly), New Delhi; b.: 1917; educ.: B.A., Delhi Univ., 1935; chartered accountant, 1939; founded Delhi Press, 1939, Carvan 1941, Sarita (Hindi), 1945, Sarita (Urdu), 1960, Mukta (Hindi) 1961.

Vyas, A. R.: Spl. Corspdt., INFA, New Delhi; b.: Apr. 17, 1906; educ.: B.A. (Madras); DPIO, PIB, Govt. of India, 1948-59; dir., Field Publicity, Min. of I & B, 1959-60; sr. offr., (Infmn). Indian Investment Centre, 1961-63; languages besides English: Hindi, Gujarati, Malayalam, Tamil, Telugu, and Urdu; author of "Five Personalities of War" and "Cradle of Civilisation", add.: N 104, Greater Kailash 1, New Delhi-14.

Wadhwa, Roshanlal: Prop., Commercial Publications (India) and International Publications; b.: July 9, 1931; educ.: M.A., LL.B.; also publisher of Iron, Steel & Hardware Journal of India, Rubber & Plastics Annual, Iron & Steel Directory, etc.; add.: 12 Vishnu Mahal, D. Rd., Marine Drive, Bombay-1.

Warrier, N. V. K.: Asst. Ed. Mathrubhumi and Ed., Yugaprabhat, Calicut; b.: Apr. 16, 1916; educ.: M.A. (Skt.), M. Litt., Dip. in German and Sahitya Siromani (Madras Univ.) and Vyakarana-bhushanam (Govt. of Cochin); lecturer Malayalam, Keralavarma College, Trichur; member: academic council, Madras Univ., Senate, Faculties of Oriental Learning & Fine Arts, Kerala Univ..

Sahitya Akademy; pres., Kerala Union of Working Journalists; secy., Kerala Sahitya Samithy.

Wattal, N. L.: Ed., Dly Khidmat, Srinagar, b.: Aug. 1916; educ.: grad.; add.: Bagh Jogi Lanker Rainawari, Srinagar-3.

William, Rev. Father C. M. I.: Ch. Ed., Deepika, Kottayam; b.: Sep. 17, 1892; educ.: B.A. (Hons.) & L.T., Madras Univ., mg. ed., Deepika, 1954-56; prof. of Syriac at Sacred Heart Scholasticate, Chethipuzha, 1956-57; principal, St. Joseph's Teachers' College, Mannanam, 1957-60; add.: Provincial House, P.O. Box. No. 66, Kottayam, Kerala.

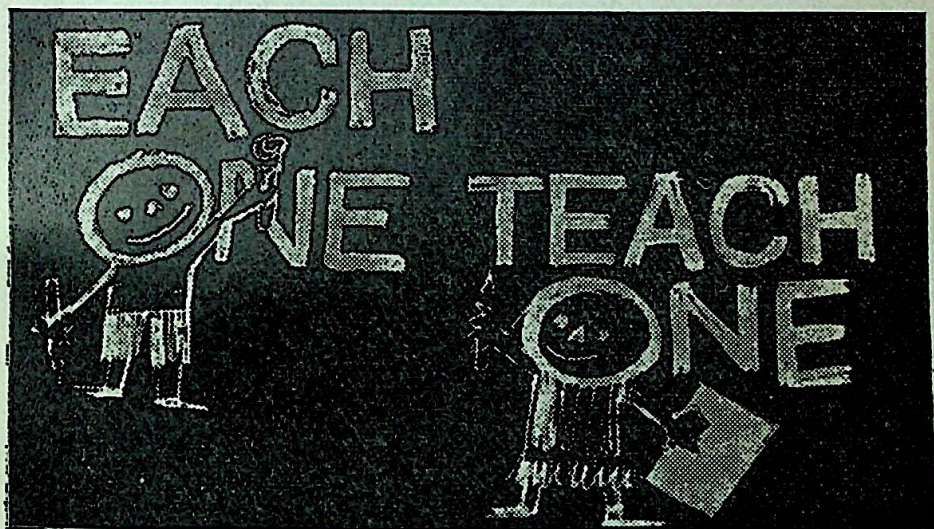
Yeshwant Argarey: Ed.-in-Charge, Hita-vada, Bhopal; b.: Nov. 7, 1928; educ.: grad., Saugar Univ.; asst. ed., Jai Hind and Nava Bharat for some time;

joined Hitavada, Nagpur, 1954; gen. secy. M.P. Working Journalists Federation; Hindi writer and playwright.

Yudhivir: Prop. & Mg. Ed., Daily Milap & Hindi Milap, Hyderabad; b.: Apr. 30, 1921; educ.: D.A.V. College, Lahore; rep. for Andhra Pradesh, AINEC.

Yusuf Dehlvi, Hafiz M.: Ch. Ed., Shama, Delhi; Chairman, Shama Distributors Pvt. Ltd. b.: Dec. 1904; founded Shama, 1939.

Zarif, T. M.: Dir., Rozana Hind (Urdu dly), Calcutta; b.: Nov. 11, 1909; hon. presidency magistrate for over 20 yrs.; chairman, reception committee, All-India Muslim Convention, Calcutta, 1951; member, Calcutta Dist. Minority Committee, Port Haj Committee; add.: 17 Sagar Dutta Lane, Calcutta-12.



to spread literacy, to spread knowledge, understanding, progress—by means of books, magazines, newspapers, by means of paper.

The West Coast Paper Mills produce more than 30,000 tons of paper annually—writing, bond, manila, kraft, poster and printing paper. Paper for India's many, growing needs.

THE WEST COAST PAPER MILLS LTD.

Shreeniwas House, Waudby Road, Bombay-7.
Mills: Dandeli (Dist. N. Kanara), Mysore State.

Shilpi WVC-287

THE ORISSA KHADI & VILLAGE INDUSTRIES BOARD
EXTEND HELP TO FIGHT THE SCOURGE OF
POVERTY AND PESTILENCE TO THE TEEMING
MILLIONS OF THE STATE.

To have satisfaction in genuine Orissan artistic Sambalpuri
design and handicrafts, please visit our Arts and Crafts Centre
at Puri.

ORISSA KHADI & VILLAGE INDUSTRIES BOARD

THE ORISSA PROVINCIAL COOPERATIVE LAND MORTGAGE BANK LIMITED BERHAMPUR (GANJAM)

Telegrams: "LANDBANK"

Telephone: 196

President:

SRI BRUNDABAN NAYAK

Authorised Capital:	...	Rs. 37,00,000
Paid-up Capital:	...	Rs. 25,67,300
Reserves & Other Funds:	...	Rs. 2,57,400
Loans Outstanding:	...	Rs. 1,97,92,770
Debentures in Circulation:	...	Rs. 1,94,40,650
Debenture Redemption (Sinking)		
Fund Investments:	...	Rs. 30,73,750

The Bank is the Apex Institution for Orissa State to provide long-term finance for land improvement purposes to the agriculturists. It issues ordinary debentures for 15 years and rural debentures for 7 years on attractive rates of interest. The principal of and interest on debentures are fully guaranteed by the Government of Orissa.

S.A. CHOWDHURY

Retired Deputy Registrar of
Cooperative Societies (Orissa)

SECRETARY

General Information

- Advertising in 1964 — 191
- Government Advertising — 199
- Trade & Professional Associations — 211
- Leading Advertisers — 217
- Advertising Agencies & their Clients — 231
- Sundry Advertising Services — 269

for advertising and designing

K. S. KAPOOR & CO.

ADVERTISING CONSULTANTS

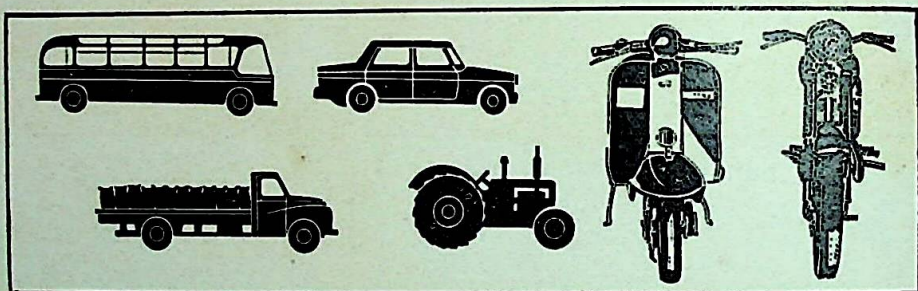
NOBLE CHAMBERS 32-33 4TH FLOOR

PARSI BAZAR STREET, BOMBAY-1.

Tele : 2 5 6 3 5 9 Gram : TAPASRI

**THE FIRST NAME IN
ADVERTISING**

POWER-PAK RING SETS



TEAM WORK IN PISTON RINGS...

Power-Pak rings from top groove to bottom are selected to perform their own particular functions with greatest efficiency, yet work together as a team.

For Cars, Trucks, Buses, Tractors & Motorcycles there are Power-Pak distinctively packaged ring sets for maximum power, quick seating, effective sealing, and easy installation.

GGOG INDIA PISTONS LIMITED
MADRAS-11.

Advertising in 1964*

by

R. K. Swamy

As I rise to speak to you, I am reminded of an incident in one of Moliere's gay comedies. It involves a letter which a "shopkeeper turned gentleman" plans to drop at the feet of a lady of quality. Seeking help in writing it from a rather pompous teacher, the shopkeeper insists that the letter should be written in neither verse nor prose.

"It must be in either one or the other," the teacher tells him.

"And when we speak, what is that then?"

"Prose."

"Upon my word," the surprised shopkeeper exclaims, "I have been speaking prose these forty years without being aware of it."

I am in the position of that shopkeeper today, trying to look back upon a year of advertising to a distinguished audience devoted to that profession in a big way and thriving on it.

Climate for Business

Turning now to the subject let us first see what the climate for business was in 1964.

Economists have uniformly described 1964 as a year of unprecedented crises; the main problem was hyperinflation resulting in runaway prices.

Whereas the increase in wholesale prices (with the index base in 1952-53 as 100) was only 8% between April 1961 and December 1963, the increase during the December 1963—November 1964 period—the year under review—was 15%.

How did this happen?

Against a provision of 30% increase in our agricultural production during the Third Five-Year Plan, the actual rise during the first three years of the Plan has been less than 1%. This resulted in the reduction of per capita availability of foodgrains by 10%.

In industry, the average annual rate of growth of production in the first four years of the Third Plan has been in the neighbourhood of only 8% as against the planned average increase of 11% per annum. This shortfall in industrial achievement is partly due to the lag in agricultural performance, and partly due to the prevalent power and raw material shortages since the beginning of the Plan.

Our exports increased by 10% and our imports were less by 6%.

In effect, all these factors depressed the quantum of supplies available in the country for consumption.

On the other hand, the money supply in the economy rose by Rs. 884 crores

* Based on a talk delivered by Mr. R. K. Swamy, Director, J. Walter Thompson Company Private Limited, at the Advertising Club Luncheon in Bombay on January 20, 1965.

in the first three years of the current Plan, of which Rs. 442 crores—50%—was contributed in 1963-64.

Most of this money was spent either in non-productive defence projects or in Plan projects involving long-term investment. A good part of the money spent in the process in wages and salaries returned to the economy, pressing on demand for food, clothing and other necessities of life.

Besides, there was the industrial activity producing largely goods of capital, basic and intermediary nature, bringing in its train increase in income and employment, which also pressed on the limited supplies available for consumption.

The growth in population of the order of 8% in the last three years and the growth in urbanisation also contributed to the swelling of the aggregate demand for goods and services.

In effect, too much money was chasing too few goods and the situation was aggravated by a large amount of unaccounted (black) money running in the economy.

Both the Central and State Government budgets were oriented to curb civil consumption; there were the additional surcharge on personal incomes and the Annuity Deposits. There were also additional customs and excise duties together with increased freight and parcel rates, all of which were to raise the prices through increased cost of production and, thereby, to act as a brake on consumption.

So, in 1964 we had a production-oriented economy, in a period of national emergency, geared to a low level of consumption at high and increasing prices.

Now, how did advertising fare in such a context?

As I looked around for a source for a standard measure of trends in advertising, it occurred to me that I could study the columns of "The Hindu". Statistically, the proportion of advertising space to news in "The Hindu," "Times of India" and "The Statesman" is the same, and the physical volume of space sold for advertising is about equal. To my

knowledge "The Hindu" has the distinction of not having refused any demand made on it for advertising space in 1964. Moreover, the share of national advertising in it is about equal to the volume carried by the other two. So, I made an analysis of its advertising columns in 1959, a peaceful developing year, and in 1964, a year of crisis in the prevalent emergency. The observations I shall share with you now are based on such a study.

Advertising was service-oriented

The first thing I learned was that advertising in 1964 was service-oriented. Of the total volume of space devoted to advertising, 52% had been taken up by classified releases, entertainment, service institutions, Government organisations and commercial announcements and notifications. The classified advertising increased by 26%, Government releases by 43% and commercial banks' advertising by 100% over the five-year period, 1959-64.

It is noteworthy that commensurate with the increase in commercial banks' advertising, savings deposits during the same period moved up from Rs. 229 crores to Rs. 547 crores, an increase of 140%.

Advertising promoted production

The space taken up by advertising on intermediary products, capital goods and consumer durables was 31% of the total volume. Space devoted to intermediary products increased by 100%, and that on capital goods rose by 71%, but the volume on consumer durables increased by only 47% over the five-year period, 1959-64.

The manufacturers of intermediary and capital goods, have a two-fold problem to serve. On the one hand, they have to locate their buyers among the manufacturers who need their specialised wares, and on the other, they have to find out the scope that exists for their products in many new versions of machinery products and models that will be produced for the first time in India. For example, we daily discover new uses of ERW steel tubes. We advertised an addressing machine before large-scale

production was organised for it only to find out the scope that existed for such a machine. A large number of enquiries in reply to the very first advertisement encouraged the manufacturer to finalise his manufacturing programme. I had myself sent enquiries in response to two advertisements from Delhi which related to the offer of fractional horse power motors. The replies indicated that the manufacturers had only a limited range but were extremely anxious to find out the purpose for which I needed the motors and were willing to undertake supplies specially adapted to my needs.

In a developing economy, it is extremely difficult to estimate the likely demand for these classes of goods. New manufacturers and new technicians arise; existing manufacturers try new ideas. As our economy grows, our people tend to get specialised. In 1933, the Sapru Committee on unemployment told us that we had among our people only 40 vocational classifications. Today, according to the census of 1961, our population stands classified into over 1,300 vocations. Since industrially advanced nations have achieved much greater division of labour, to have as many as 40,000 vocational groupings, and because our industries are shaping in emulation of their technical know-how, our vocational divisions too will grow to enormous proportions.

The manufacturers of intermediary and capital goods have, therefore, to keep in touch with this growing generation of new vocational classes so that they may be kept informed of the industrial raw materials and tools that are being progressively improved and increased in this country. While the technical journals can serve to some extent in reaching our entrepreneurs and technicians, the daily press will continue to remain an important medium for this kind of advertising for a number of years to come.

As to consumer durables, advertising has to keep pace with the steadily increasing production in this group of products. The main function that advertising must serve is to keep on cultivating new customers because the frequency of repeat purchase in durable consumer articles is very limited. For example, a radio or a bicycle bought by

a family or an individual will not attract repeat purchase from the same source for a considerable length of time.

It is, therefore, safe to assert that all the advertising devoted to this group of products has greatly helped to maintain and promote production.

Advertising underplayed consumption

The popular view that "advertising is essentially a thing to induce consumption to make people buy things they do not want", seems to have been negated by the trends observed in 1964. On a number of goods and services, the volume of advertising done in 1964 has been less than what occurred in 1959.

Cosmetics and toiletries ..	—23%
Soaps ..	—27%
Hair preparations ..	—6%
Pharmaceuticals, drugs and medicines ..	—2%
Baby food ..	—21%
Bicycles ..	—16%
Jewellery ..	—63%
Photographic materials ..	—51%
Fountain pens ..	—44%
Footwear ..	—2%
Sewing machines ..	—49%
Air Services ..	—10%
Cigarettes ..	No increase

The total advertising space taken up by consumer advertising (soft goods, as they are called) was only 17%. Among 850 large-size advertisements, each occupying 100 col. centimetres or more, that appeared in the whole year, advertisements relating to consumer goods were confined to 120 in number, or a mere 14%. It is, of course, possible that the advertising of some of these products had been shifted to magazines or less expensive newspapers. But the fact remains that most manufacturers in the consumer field did not need to promote sales in 1964. Invariably, in all cases, production had increased, and yet they could not keep pace with demand because of limited capacity, restricted maintenance imports, inadequate supplies of indigenous raw materials and restrictive Government policies.

Advertising purveyed news

The year 1964 witnessed, in its advertising

columns, the entry into the market of nearly 200 new products and services and releases of 67 prospectuses. These releases represented one-third of the large-size advertisements that appeared in the whole year.

What is more interesting is the fact that out of 3,200 advertisers, as many as 2,750, or nearly 90% of the advertisers, had taken less than 100 col. inches or 250 col. centimetres in the whole year for their commercial display advertising. This showed that the most of our advertisers consisted of small businessmen or small-scale industrialists, and they were coming into the newspaper columns casually only to serve the immediate, business or sales problems. obviously much of what they offered constituted commercial news.

Advertising supported healthy competition

Even in a planned economy, competition had its place in 1964. Principally, the oil companies and the manufacturers of automobile tyres, tea and textiles were sensitive to competition, and their advertising in 1964 showed a pronounced increase.

Although the total volume of cloth produced by the mills could not, by regulation, increase, the output of superfine qualities was stepped up to satisfy the growing consumer demand for refined varieties. More and more mills offered a variety of products in combination with 'Terylene' wool, rayon and cotton both for men and women. This calculated manipulation to put to best use the available imported and indigenous raw materials required to be promoted on a modest scale.

The entry of Tata Finlay in the packaged tea field made it necessary for the competitors to resort to intensive advertising to safeguard their interests. Similarly, with a number of new units now in production, all of them manufacturing products of international fame, an increasing volume of advertising became necessary for automobile tyres to bring about a balance in consumer demand to the benefit of all concerned.

The oil companies have to hold their own in the face of competition from the

Government-owned and operated Indian Oil Corporation. They, therefore, engaged the attention of their customers with one merchandising plan or another. Noteworthy among them is the traffic park for children conceived and implemented in some cities by Burmah-Shell to highlight and contain the traffic hazards.

In an otherwise fluid economy, hire-purchase facilities were still offered and encouraged. Tooth pastes were promoted coupled with tooth brushes, and "Surf" was offered with a large cake of "Lux" to provide consumer incentives to enlarge a growing market. Allwyn offered refrigerators adapted to the special needs of pharmacies and restaurants.

So, in those fields where it was necessary, advertising supported healthy competition in the larger interests of consumers.

Image builders were relatively few

The number of advertisers who used more than 100 col. inches or 250 col. cms. for their advertising in 1959 and 1964 were only 389 and 454 respectively. They represented 11% of the total advertisers in those years.

Of the 454 advertisers in 1964, it is interesting to observe that only 189 advertisers in this year were advertising in 1959 also; 265 were new.

Evidently, out of a total of 3,200 advertisers in 1964 only 189 or only 6% were regular advertisers desirous of promoting a favourable image about their products and services in the public mind. The rest, though large in number, were neither regular nor consistent and, therefore, had little chance of impressing on the public mind in the long run.

Government advertising

This brings me to a major development of far-reaching consequence to the future of advertising and publicity that occurred last year. I refer to the report of the Vidyalkar Committee on the Government of India's Plan Publicity.

The fundamental aim of this publicity was to motivate group and individual

actions for the realisation of the 'good life' that the Government sought to provide for our people.

"The concept of democratic planning implied that the citizens and local communities should be enabled to make their own decisions for the realisation of the national aims and that all sections of the population should be closely involved in the work of economic and social development. It is only through such intensive exploitation of national human resources and ingenuity that we could hope to attain the kind of society we desire."

In the fulfilment of this objective, the Committee feels the Plan publicity so far has failed. It is its considered opinion that the impact the existing programme have created on the public mind has been "tenuous, weak and diffused." Aiming primarily at the dissemination of information, Plan publicity has failed to touch any section of the population.

It is now recognised that there must be a two-way traffic of news, views, opinions and comments. Apart from furnishing news to the public to keep them informed of economic and social policies, there must function an intelligence service to obtain, study and analyse public comment, opinion and reaction. Such a study should serve as a guideline for evolving proper methods for dissemination of information.

Secondly, the resulting publicity should be so directed and produced as to persuade and inspire people into accepting the social and material changes, and thus lead to local initiative for decisions.

Thirdly, the individual and the group, as much as the State, need the understanding and co-operation of the general community for an integrated development. This can only be done by a total mobilisation of all opinion-moulding cadres of leadership in the community.

Fourthly, the root of all ills that beset Plan publicity is the absence of expertise to plan the strategy and tactics of publicity campaigns and to ensure the most profitable utilisation of mass media.

Finally, the financial allocations for publicity should be regarded a productive

investment in the development of human resources which, in the last analysis, is the social end to be reached through the process of economic development.

Public goodwill essential

On balance, we have seen that in an era of hyperinflation advertising could do no more than be a complementary agent to service selling. But on the larger purpose of moulding public opinion and social behaviour conducive to the acceptance of a new way of life, publicity failed by an inadequate approach to it.

If the pronouncements of our leaders in recent months are any guide, we could look forward to better performance in agriculture and industry in the years ahead, and there would be plentiful supplies of consumer goods in the next Plan period. Even so, in a planned economy, it is to be expected that supply and demand will remain well matched, and the scope for advertising, therefore, to promote consumption will be limited for some years to come.

But, there is so much to be gained in cultivating our people even under conditions of shortages, demonstrating to them an awareness on the part of business and the Government of their needs and the attempts made to serve them. This is necessary because in the present era of shortages of most basic goods and services necessary for life on the one hand, and the high taxation engendered by the Plan and national emergency on the other, the public mind is agitated over the treatment it gets from Government and business. This was reflected in the Business Relations Conference that was held in November 1964 under Rotary auspices in Madras.

This conference was devoted to the 'Social Context of Business' and got together eminent men from Government, business and the community to focus attention on the subject. The deliberations at this conference revealed that our social leadership today has passed from teachers, priests, landlords and princes of the old to the modern businessmen and politicians.

1. It is in the moral and ethical conduct of these two classes of leaders that the future well-being of our people will rest.

2. It was generally agreed that most people in business, Government and society were good, and all that we need to do is to reform the minority of black sheep among them. It was felt that an organised and informed *public opinion* can correct the evils in our society that corrupted business, Government and the people.

3. Businessmen should forge a moral code among themselves so that they may strictly watch out and weed out the wrong doers through their professional clubs and trade associations.

4. Since the Government has now matured from a law and order organisation to a welfare State, it must ensure special representation in its legislatures for the class of people who purvey those means of social welfare, namely, the means of production, distribution and consumption.

I would hasten to add that such a consideration of the social responsibilities of business was not isolated to this one conference. The same year there was a seminar under the auspices of the Indian Management Association at Calcutta on 'Business and Society' and the participants here also were eminent men such as the U.S. Ambassador, Mr. Chester Bowles, our former Attorney-General, Mr. M. C. Setalvad, Mr. M. R. Masani, M.P., and others. The Dr. B. R. Ambedkar Memorial Lecture in Bombay, which was delivered for the first time this year, by our Chief Justice, Mr. P. B. Gajendragadkar, on December 14 highlighted the same topic—'Crusade for Social Justice.'

The Mysore Chamber of Commerce held a Businessmen's Conference in Bangalore on December 12 at which the inaugural address by Mr. H. V. R. Iyengar very largely dwelt on this aspect.

The time I, believe,, has therefore come for businessmen in this country to use advertising in a big way to cultivate public goodwill and in this way help the Government in its drive for the socio-economic revolution conceived in its Plans.

Evidence of such advertising was present in 1964 with at least 75 business houses highlighting research, export, quality-

oriented production and the philosophy of service. But this is largely inadequate considering that we have as many as 6,000 public limited companies and 19,000 private limited companies, and the fact that hardly 3,000 of them enter our advertising columns at all and less than 200 do a consistent job. The time has come for our businessmen to look closely into our socio-economic problems and see how they can help to create a climate for fruitful cooperation between the Government, business and the community.

For example, there are manufacturers depending on agriculture for the use of their products such as tractors and fertilisers, and there are many industries which depend on agricultural raw materials, namely, textiles, sugar, jute and tea. The country is literally in a state of crisis in agricultural production. It is quite conceivable that many of our undertakings depending on agriculture for their prosperity could give a helping hand in orienting public attitude to the fields of production in which they are interested and thereby help agricultural production as a whole. Similarly, a large number of capital and intermediary goods manufacturers have a stake in reorienting public attitude towards shortages and shortcomings under which the daily administration of our business labours. The advertising of Gabriel India is an example worthy of emulation.

It's the long haul that pays

Before I conclude, I would like to relate to you an interesting experiment which will go to show that every little effort we make in our approach to cultivating public goodwill in its own interest can only bring us large dividends in the years ahead.

Some years ago, at the Westinghouse laboratories in New York, a great bar of steel, eight feet long and weighing half a ton was suspended vertically from a chain. Parallel to it by a stout thread hung a cork from an ordinary bottle. The cork weighed perhaps half an ounce.

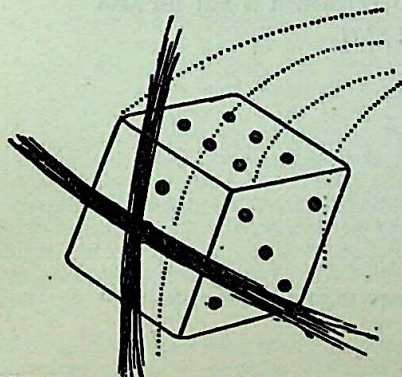
The man in charge of the experiment said, "Now start swinging the cork gently against the steel bar and we'll see if,

in the long run, it can make the bar move over." Again and again the small cork was swung against the steel bar but for a long time the pendant bar seemed to hang motionless as if it did not feel the slight impact of the tiny cork. After ten minutes, however, when the frail cork had tapped gently against that heavy bar of steel hundreds of times, a sort of nervous chill seemed suddenly to go through that great bar of steel. Another two minutes, and the chill turned into plainly visible vibrations like those of a sick man with a fever shaking in his bed.

Those vibrations increased in rapidity and in strength until after twenty-five minutes that great steel bar began to swing like the huge pendulum of a grandfather's clock.

Moral: *With regular sustained effort, however small in its dosage, you can move even a mountain.*

ma take the gamble
out of advertising



MARKETING ADVERTISING ASSOCIATES PVT. LTD.

EVERY
ADVERTISEMENT

A
GILT-EDGED

I
N
V
E
S
T
M
E
N
T

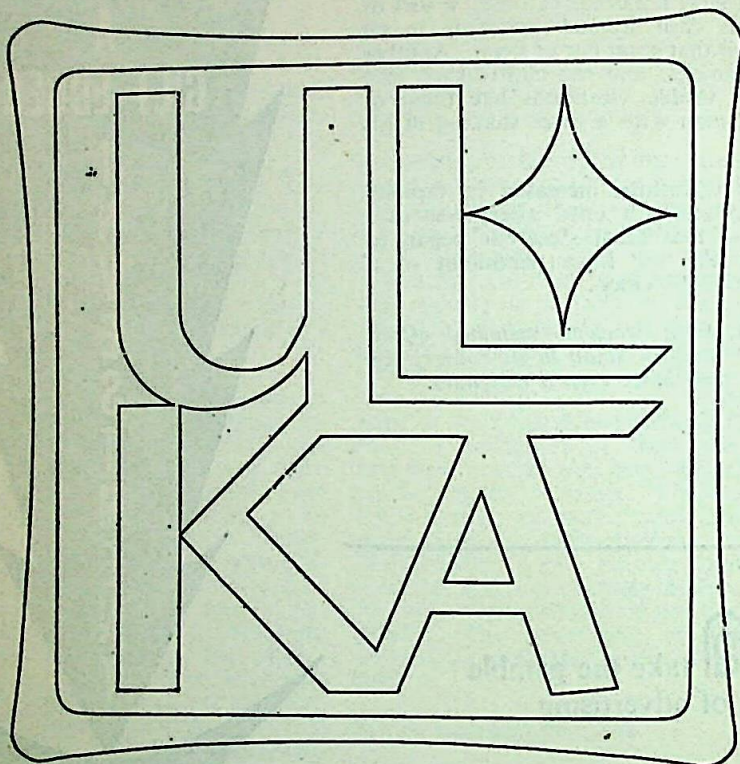
I
N

THE INDIAN & EASTERN
ENGINEER

THE OLDEST, FOREMOST, AND THE ONLY
ENGINEERING JOURNAL OF ITS KIND IN INDIA

107th Year of Publication

235, Dr. Dadabhai Naoroji Road, Bombay-I.



THE MAN WHO PAYS FOR THE ADVERTISEMENT IS NOT THE MAN
WHO MAKES THE ADVERTISEMENT PAY!

ULKA ADVERTISING, SUNDER MAHAL, VIR NARIMAN RD., BOMBAY 1. ♦ TEL: 242709-242683

Government Advertising

Directorate of Advertising and Visual Publicity (DAVP)

'B' Block, Curzon Road, New Delhi-1.

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi.)

The Directorate of Advertising and Visual Publicity functions as the central organisation for publicising the policies and activities of the Government of India among the people through advertising and visual media of mass communication. In promoting the various campaigns, effective use is made of all the media and techniques available. This includes utilisation of (a) display and classified advertisements in the Press, (b) printed publicity material like folders, brochures, booklets, posters, broad sheets, picture postcards, maps, calendars, etc., (c) exhibitions, and (d) out-door publicity in which cinema slides, match-box labels and hoardings are used.

During the year 1964, the Directorate associated experts in various fields of publicity and the graphic arts with their work. The experiment has been rewarding. It has set up new standards of designing and production and has provided a fresh approach to mass communication. Writers of repute were commissioned to write scripts for folders, pamphlets, etc., and creative talent was tapped to visualise and design layouts for advertising campaigns and illustrated publications. The collection of photographs for illustrating publications was supplemented by a selection of the best black-and-white photographs and coloured transparencies of freelance photographers.

Some of the major publicity campaigns handled by the Directorate in 1964 related to the Emergency and national integration, the Five-Year Plan and community development, family planning, food and agriculture, national savings, the metric system of weights and measures, tourism, posts, and telegraphs and recruitment to the defence services. The publicity campaign relating to the Emergency and national integration was based on the Prime Minister's broadcast to the nation on June 11, 1964. To give extensive publicity to important policy statements contained in the broadcast, the Directorate produced a folder, a poster and a showcard in various languages for distribution throughout the country and backed it by a series of advertisements in the national and provincial Press. The emphasis in this campaign was on the continuity of policies which were visualised and expounded by Mr. Jawaharlal Nehru and which the new Prime Minister had pledged to carry forward.

In July, an exhibition entitled "Jawaharlal Nehru's Vision and Our Goal" was also organised in New Delhi to project through attractive photographs and quotations from Mr. Nehru's writings and speeches, the high ideals and the goals that he had set for the nation. This was linked with Prime Minister Lal Sahadur Shastri's broadcast to the nation, reiterating his belief in, and rededicating the nation to the achievement of those ideals. This exhibition was held at many important

centres and was visited by about 15 lakh people. A special pictorial brochures based on this exhibition was produced for sale.

Another notable exhibition organised by the Directorate was the "Panorama of India", which formed part of the exhibition entitled "Our Heritage" in Bombay. This exhibition coincided with the Eucharistic Congress and was much appreciated by foreign visitors.

Publicity for national preparedness, highlighting the need for a continuous effort to promote development and to step up defence, was continued through Press advertising and printed publicity and the exhibition "The Nation Prepares".

A special campaign on food was undertaken. Publicity posters and press advertising campaigns were designed to exhort the people to avoid waste and hoarding. This campaign opened with the wide distribution of a folder giving the Prime Minister's broadcast appeal to farmers on October 1, 1964, urging them to do everything possible to increase the produce of their fields and thus defeat want and poverty.

For distribution at the India Pavilion in the New York World's Fair, an illustrated pamphlet "The Changing Face of India" and six small brochures under the same title dealing with various aspects, i.e., Five-Year Plan, agriculture, basic industries, power, transport, and scientific research, were produced.

The offer of the Advertising Agencies Association of India to assist the Government by creative suggestions for visualising and designing Press national campaigns was accepted. Some agencies gave helpful suggestions to the Directorate for the national Emergency campaign.

It has been decided to reconstitute the Central Advisory Committee on Advertising and Visual Publicity and to include in it journalists, publicists, advertisers, representatives of advertising agencies, artists and others so that it may serve as an effective forum for exchange of views on broader issues. A sub-committee of the Advisory Committee is also being formed to assist the Directorate.

The Directorate continued to utilise the space donated by about 1,250 newspapers and periodicals for the publication of small illustrated advertisements relating to the Emergency and other national problems.

DISPLAY ADVERTISEMENTS

The number of advertisements released on behalf of various Departments and Ministries of the Government of India during January-March 1964 and April-December 1964, publications used, the number of insertions obtained, the total space consumed and the cost are as follows :

	No. of publi- cations used	No. of adverti- sements issued	No. of inser- tions	Total space in col. centi- metres	Cost in rupees
(1) <i>January-March 1964</i>					
(a) Government of India advertising ..	1,047	99	5,485	3,35,572	5,75,149
(b) Autonomous bodies advertising ..	69	14	127	3,842	16,381
(2) <i>April-December 1964</i>					
(a) Government of India advertising ..	1,146	485	16,661	7,39,068	17,78,267
(b) Autonomous bodies advertising ..	120	45	363	10,921	64,528

Besides these newspapers and periodicals, Panchangs and Jantries published in various regional languages were used for popularising the Five-Year Plan, the metric system of weights and measures and national savings. Nearly 230 annuals, souvenirs and other special publications were also used for suitable advertisements.

During the period January-March 1965, 150 Press advertisements were expected to be released.

CLASSIFIED ADVERTISEMENTS

The number of classified advertisements released, papers used, insertions secured and the cost during the period January-March 1964 and April-December 1964 are given below:

		Ministries/ Departments	Autonomous bodies	Total
(1) January-March 1964				
(a) No. of Advertisements	..	1,965	390	2,355
(b) Insertions	8,691	1,950	10,641
(c) Cost	Rs. 7,50,061	Rs. 1,72,430	Rs. 9,22,491
(2) April-December 1964				
(a) No. of advertisements	..	5,993	1,129	7,122
(b) Insertions	29,191	7,164	36,355
(c) Cost	Rs. 26,24,002	Rs. 8,01,621	Rs. 34,25,623

An abstract showing the number of papers used, the space consumed and the expenditure incurred (language-wise) from January to December 1964 is given in the table at the end.

SPACE SELLING

In 1955, a Space Selling Unit was set up in the Directorate with the object of organising the sale of advertising space in the publications of the Ministry of Information and Broadcasting. The Directorate, however, has been increasingly concerned with buying advertising space directly. There has, therefore, been no special advantage in the Directorate handling space selling work. In the circumstances, it has now been decided to decentralise space selling and to entrust it to the Media Units directly concerned with publications.

PRINTED PUBLICITY

Printed publicity materials like folders, brochures, posters, booklets, picture postcards maps, calendars, diaries, etc., were produced in large numbers for effective distribution for regular major campaigns handled by the Directorate and also for special occasions like the New York World's Fair, the Eucharistic Congress, the release of special postage stamps on important personages like Mr. Nehru, Sir Ashutosh Mukerji and Shri Aurobindo and on important occasions like the International Geological Congress, the Courtesy Week organised by the Posts and Telegraphs, the Family Planning Week, the Wild Life Week and the Third International Film Festival. Printed publicity material for major campaigns was produced in English, Hindi and 11 major languages. In 1964, the Directorate placed 248 print orders. Most of these involved the production of publicity material in several languages.

OUTDOOR PUBLICITY

The Outdoor Publicity Section of the Directorate is concerned with the production, distribution or display of such publicity material as hoardings, multi-colour metal

tablets, enamel boards, cinema slides, display boards on passenger buses and advertising labels for match-boxes. Publicity through hoardings, posters, cinema slides, etc., is normally arranged on a commercial basis. But for important national educational campaigns like the national Emergency, national savings, the Five-Year Plan, etc., such publicity is secured free of charge, resulting in considerable saving to the Government.

Arrangements have been made for outdoor publicity material to be displayed at railway stations and inside railway coaches.

During the year, the different media of outdoor publicity were extensively utilised for a wider range of subjects—national defence, small savings, the campaign for the eradication of small-pox, family planning, the metric system of weights and measures, preservation of wild life and historic monuments, handicrafts, handlooms, community development, Agmark products and the Third International Film Festival.

EXHIBITIONS

The Exhibition Division of the Directorate was called upon to organise a number of major exhibitions in different parts of the country during 1964. The year began with the organisation of 15 large-scale exhibitions entitled "The Nation Prepares", in many State capitals. These exhibitions reflected the country's growing preparedness to meet any challenge to our integrity and freedom. The biggest of such exhibitions was held in Calcutta in February 1964 as part of the Industries Fair. Altogether 126 such exhibitions were organised in different parts of the country and were seen by nearly ten million people.

Following the death of Mr. Jawaharlal Nehru, the Exhibition Division was called upon to organise an exhibition on his life and ideals. This was designed in six weeks, and was first shown in New Delhi early in July 1964. The exhibition proved an unprecedented success, and requests for holding similar exhibitions were received from the State Governments and from prominent social, cultural and other organisations. It was shown in Bombay, Madras and Durgapur.

In addition to this large exhibition, four smaller sets on the same theme were prepared to meet demands from other centres. In the second half of 1964, these exhibits were shown at eight different places and were visited by 15 lakh people.

Another major exhibition of the year was the "Panorama of India" organised as part of a bigger exhibition, "Our Heritage", in Bombay to coincide with the Eucharistic Congress. Among the distinguished visitors to this exhibition were the President and His Holiness the Pope.

Rural and the semi-urban areas where facilities for large-scale exhibitions are not available were covered by three mobile exhibition vans and two railway exhibition coaches. The vans organised 221 exhibitions in villages, attracting nearly 3.25 lakh visitors. The railway exhibition coaches put up exhibitions at 187 small railway stations in Andhra Pradesh, Madras, Rajasthan, Assam, Gujarat, Orissa and West Bengal. The exhibitions highlighted the country's defence and development effort and were seen by nearly 10 lakh persons. For more extensive coverage, it is proposed to commission two more mobile exhibition vans based at Jaipur and Poona.

The Family Planning Exhibition Unit of the Exhibition Division organised 11 exhibitions in Bihar, Gujarat, Punjab, Uttar Pradesh, Kerala and West Bengal. These were visited by nearly 4 lakh persons.

Exhibition Workshop

The production of new sets of exhibits for the exhibitions "The Nation Prepares", "Jawaharlal Nehru's Vision and Our Goal" and the "Panorama of India" put a tremendous strain on the workshop which had frequently to work in two shifts. One set of "The Nation Prepares" exhibits alone consisted of 110 photographs and 50 write-ups. The workshop had to produce 15 such sets for Field Exhibition Offices.

Apart from feeding the Directorate's Exhibition Units, the workshop handled a heavy load of work on behalf of various Ministries of the Government of India. The workshop undertook on behalf of the Ministry of Health the production of a new set of exhibits on family planning for the Government of Himachal Pradesh. Besides designing and preparing a fresh set of exhibits on family planning for the Directorate of Advertising and Visual Publicity's Family Planning Exhibition Unit, hundreds of exhibits were produced for the Ministry of External Affairs. A large number of photographs were prepared for display in fairs abroad for the Ministry of Commerce. All preliminary work connected with India's participation in the New York World's Fair was also handled by the workshop in 1964. Reputed Indian designers were associated with this work.

At the end of 1964, the workshop had in hand the production of exhibits for an exhibition on tourism at Kathmandu on behalf of the Department of Tourism. Other works in hand included the production of 17 development project maps and 20 three-dimensional charts showing progress under the Plans for use by the Field Exhibition Offices.

The workshop continued to experiment successfully with new materials, techniques and designs in exhibitions. For the "Panorama of India" exhibition in Bombay, a special film (Mimosa film) was used for translites with considerable effect.

Nearly 40 large exhibitions, including four on Mr. Nehru and one on family planning (as part of the National Agriculture Fair at Ahmedabad) were proposed to be organised during the first quarter of 1965. The three mobile exhibition vans were to be re-equipped and two more mobile exhibition vans were expected to be commissioned during this period. New exhibits were to be produced for the two railway coaches. Two defence exhibition trains were being completed at the railway workshops in Ajmer and Kalka.

DISTRIBUTION

Printed publicity material produced for various campaigns is distributed mostly by direct mailing from the Directorate as well as from the Regional Distribution Centres of Bombay, Calcutta and Madras. In 1964, over 32,500 addresses covering 67 categories of official and non-official organisations were maintained by the Directorate's Distribution Branch for planning distribution and for direct mailing of material. In addition, selective distribution lists were prepared for campaigns like family planning, national savings, tourism, education etc.

In 1964, the Distribution Branch received approximately 22.7 million copies of publicity material. During January-March 1964, about 3.56 million copies were distributed. The corresponding figure for the period April-December, 1964 was 17.4 million copies.

In addition to distribution of publicity material to regular recipients, 1,715 *ad hoc* requests from official as well as non-official sources were attended to.

STATE AWARDS FOR EXCELLENCE IN PRINTING AND DESIGNING

The State Awards for Excellence in Printing and Designing of books and other publications were instituted in 1955. These covered 25 categories of printed material. Following several requests and suggestions from the publishing and printing industries, the categories were re-classified for the Ninth State Awards in 1964 and the total number was reduced from 25 to 24. This included two new categories under the head "Printed Pictures", and "Greeting Cards and Picture Postcards". One hundred and fortyone Awards including first and second prizes and certificates of merit were given away by the Vice President of India, Dr. Zakir Husain, at the function held on September 1, 1964.

Advertising and Visual Publicity

NUMBER OF PAPERS USED, SPACE CONSUMED AND EXPENDITURE
INCURRED ON DISPLAY ADVERTISEMENTS IN ENGLISH AND
INDIAN LANGUAGE PAPERS FROM JANUARY TO DECEMBER
1964.

Language	No. of Papers Used		Space Consumed in Column Centimetres		Cost in Rupees	
	Govt. Department	Auto-nomous Bodies	Govt. Department	Auto-nomous Bodies	Govt. Department	Auto-nomous Bodies
1	2	3	4	5	6	7
January to March 1964						
Hindi	252	6	89,792	242	67,934.12	1,470.80
English	231	30	63,019	2,200	2,46,778.00	11,431.68
Assamese	10	1	9,139	60	11,646.30	102.00
Bengali	58	3	14,044	132	39,440.09	868.30
Gujarati	48	3	18,095	132	27,100.40	308.00
Kannada	45	4	14,444	132	14,953.03	209.94
Malayalam	45	3	14,329	148	26,457.22	359.30
Marathi	75	4	20,909	132	33,409.10	429.78
Oriya	6	1	4,533	60	5,719.72	82.00
Punjabi	41	3	30,382	132	16,008.96	213.63
Sindhi	6	1	3,029	60	2,935.39	102.00
Tamil	49	3	10,753	70	24,818.75	236.98
Telugu	38	3	10,742	132	16,199.46	327.00
Urdu	143	4	32,362	210	41,748.46	239.30
TOTAL	1,047	69	3,35,572	3,842	5,75,149.00	16,380.71

April to December 1964

Hindi	255	15	1,54,891	987	2,91,641.95	6,204.00
English	280	65	1,75,382	7,494	8,00,682.07	50,316.00
Assamese	12	2	10,598	84	17,142.60	102.00
Bengali	57	4	35,815	278	57,839.19	1,900.00
Gujarati	52	2	44,693	109	69,432.30	319.00
Kannada	52	4	36,685	269	60,172.80	620.00
Malayalam	47	5	34,843	388	69,423.55	1,780.00
Marathi	96	4	55,456	239	1,06,004.35	543.00
Oriya	6	1	11,968	16	17,534.65	31.00
Punjabi	48	6	30,881	264	59,758.47	348.00
Sindhi	8	..	5,059	—	7,124.88	—
Tamil	44	2	32,291	272	77,082.08	1,178.00
Telugu	45	5	28,384	280	51,500.00	720.00
Urdu	144	5	82,752	246	92,929.02	467.00
TOTAL	1,146	120	7,39,068	10,926	17,78,267.91	64,528.00

Grand Total	No. of Papers Used	1,146
	Space Consumed	10,89,408 col. centimetres
	Expenditure Incurred	Rs. 24,34,325.62

NUMBER OF PAPERS USED, SPACE CONSUMED AND EXPENDITURE
INCURRED ON CLASSIFIED ADVERTISEMENTS IN ENGLISH AND
INDIAN LANGUAGE PAPERS FROM JANUARY TO DECEMBER
1964.

1	2	3	4	5	6	7
January to March 1964						
Hindi	80	24	23,501	3,066	78,315	9,557.00
English	63	47	75,588	16,718	5,15,368	1,39,125.00
Assamese	3	2	2,591	316	4,875	602.00
Bengali	8	4	6,102	1,239	39,835	7,530.00
Goani	1	—	9	—	9	—
Gujarati	12	10	6,713	1,601	5,799	4,361.00
Kannada	10	6	3,006	189	6,310	262.00
Malayalam	16	3	5,525	271	28,833	1,245.00
Manipuri	1	—	11	—	11	—
Marathi	26	5	6,917	345	12,522	995.00
Nepali	1	—	12	—	12	—
Oriya	5	3	3,717	570	5,891	1,131.00
Punjabi	8	4	3,591	93	3,887	149.00
Sindhi	1	—	153	—	227	—
Tamil	10	5	4,857	613	18,145	3,193.00
Telugu	8	2	3,114	153	8,132	1,385.00
Urdu	50	10	10,173	976	21,890	2,895.00
TOTAL	303	125	1,55,550	26,150	7,50,061	1,72,430.00

April to December 1964

Hindi	90	33	1,22,814	10,130	3,05,112	37,403.00
English	66	57	2,62,742	88,387	15,69,314	6,76,520.00
Assamese	3	2	11,404	1,289	20,838	2,339.00
Bengali	7	4	21,194	4,159	1,42,210	23,711.00
Gujarati	19	15	39,804	4,017	90,860	12,415.00
Goani	1	—	92	—	94	—
Kannada	17	5	17,004	1,174	33,198	2,142.00
Malayalam	21	15	26,786	2,078	1,10,755	10,159.00
Manipuri	1	—	371	—	253	—
Marathi	34	9	32,913	1,312	98,618	4,235.00
Nepali	2	—	30	—	30	—
Oriya	5	3	13,837	756	28,334	1,658.00
Punjabi	10	5	15,182	466	21,385	793.00
Sikkimese	1	—	56	—	56	—
Sindhi	1	1	1,068	17	2,136	34.00
Tamil	8	5	26,375	2,225	74,714	9,998.00
Telugu	7	5	16,978	950	41,158	3,708.00
Urdu	52	21	55,020	3,499	84,937	7,524.00
TOTAL	345	180	6,63,670	1,20,459	26,24,002	8,01,621.00

Grand Total	No. of Papers Used	369
	Space Consumed	9,65,829 col. centimetres
	Expenditure Incurred	Rs. 43,48,114.00

With the Compliments from:-

**NATIONAL FOUNDRY
&
ROLLING MILLS LTD.,**

Phone No. 513

ORIENT WEAVING MILLS PVT. LTD.,

Phone No. 575

ORIENT SPINNING MILLS LTD.,

Phone No. 1093

UTKAL DISTRIBUTORS PVT. LTD.,

Phone No. 81

AND

ORIENT FAST COLOUR & DYE WORKS,

Phone No. 85

CUTTACK (Orissa)

Films Division

Goolshan Mansion, 24 Peddar Road, Bombay-26.

(Based on extracts from the Annual Report for 1964-65 of the Ministry of Information and Broadcasting, Government of India, New Delhi.)

The Films Division is entrusted with the task of production and distribution of newsreels and documentary films for the general information and education of the public.

Documentaries

Subjects for documentaries are selected before the beginning of each financial year in consultation with the Ministries of the Government of India, State Governments, the Film Federation of India, the Film Advisory Board and other organisations specially interested in documentary films. While the Films Division undertakes the bulk of this production programme through its own units, some films are also assigned to approved private producers; these films are produced under the general guidance and supervision of the Films Division. A list of approved producers is prepared for this purpose every year.

During the period January to March 1964 the Films Division produced 26 films (54 reels). Of these, 9 films (24 reels) were produced through private producers and 17 films (30 reels) were produced by the Films Division units. All the 26 films were in black and white. Four of these films covered various aspects of the Emergency.

During the period April to December 1964, the Films Division produced 59 films (111 reels). Of these, 7 films (12 reels) were produced through private producers and 52 films (97 reels) were produced by the Films Division units. Out of the total of 59 films, 5 films (9 reels) were produced in colour and the remaining in black and white. These films cover a variety of subjects, such as the last days of Prime Minister Jawaharlal Nehru and his funeral entitled "The Last Chapter" and "And so to Sleep"; "All God's Children" (both long and short versions); Lahaul and Spiti (standard size) and Twin Valleys (ultrascope).

Apart from these, 36 films were taken over from State Governments and other agencies by the Films Division.

Films on Emergency

During the period April to December 1964, the Films Division produced 8 films on various aspects of the Emergency. Five films are intended for release in cinema circuits and the rest for non-commercial release.

Newsreels

During the period under review, the schedule of one newsreel a week was followed. As before, newsreels were released in 13 languages: English, Hindi, Tamil, Telugu, Bengali, Marathi, Gujarati, Kannada, Malayalam, Assamese, Punjabi, Oriya and Urdu.

News items of current interest, including significant events from foreign countries, were covered by the newsreels. News stories were received from 26 foreign newsreel organisations as part of the arrangements for the free exchange of newsreel material.

INFA 1965

The exchange arrangement continued to provide a useful medium of publicity for Indian events abroad. As before, newsreel material was also supplied for use in television programmes in several foreign countries. A Hindi print of the weekly newsreel is being supplied for use in the T.V. programme of All India Radio in New Delhi.

Newsreel coverage within the country is made by 13 Films Division cameramen stationed in Bombay, Delhi, Jammu and Kashmir, Lucknow, Calcutta, Hyderabad, Madras, Bhopal, Bangalore, and Ahmedabad. The coverage done this way is occasionally supplemented by that of the film units of some State Governments.

During the year, newsreel cameramen were deputed to cover the Gandak Project in Nepal; Vice-President Dr. Zakir Husain's visit to the Andamans, the Nicobars, and the Laccadives, Algeria and Morocco; President Dr. S. Radhakrishnan's visit to U.S.S.R. and Ireland; the Foreign Minister's visit to Nepal, and Prime Minister Mr. Lal Bahadur Shastri's visit to U.A.R. Detailed newsreel coverage was done of visits to India of the President of Iraq, President of Sudan, First Deputy Premier of the Soviet Union, Prime Minister of Ceylon and Prime Minister of Kuwait.

Detailed film coverage was also done of the funeral of the late Prime Minister, Mr. Jawaharlal Nehru.

The production of monthly overseas editions of newsreels for supply to external posts continued during the year.

Commercial Distribution

All cinemas in the country continued to screen 'approved' films. From January 1 to March 31, 1964, 13 documentaries (including two in colour) and 12 newsreels were released to 5,289 cinemas in the country.

During the period April 1 to December 31, 1964, 39 documentaries (including 3 in colour and 6 re-release films) and 39 newsreels were released for exhibition to 5,289 cinemas.

One documentary of the Government of West Bengal was released on the Films Division circuit during January to March 1964 and 7 during April to December 1964 for exhibition in the cinemas in that State.

Similarly, 2 documentaries and 3 newsreels of the Government of Gujarat were released through the Films Division circuit from January to March 1964 and 7 documentaries and 7 newsreels from April to December 1964.

Six documentaries produced by the Government of Maharashtra were released on the circuit of Maharashtra State during January to March 1964; on the same circuit 12 documentaries and 5 newsreels were released during April to December 1964.

Two films produced by the Government of Andhra Pradesh were also released on the regional circuit of Andhra Pradesh during January to March 1964.

One documentary film produced by the Government of Uttar Pradesh was released during January to March 1964 in the Uttar Pradesh circuit.

One documentary produced by the Government of Madras was released during April to December 1964 in the regional circuit of Madras.

Documentary Shows

Shows of documentary films and newsreels at the Films Division Auditorium, New Delhi, and Tarabai Hall, Bombay, were continued during the period under review. Shows at Children's Theatre, Madras were discontinued from December 1, 1964.

Special documentary film shows were also organised by the Films Division Branches at Bombay, Nagpur and Secunderabad for the Press and invited dignitaries.

Re-release of Films

With a view to popularising campaigns relating to family planning, United Nations Day, Van Mahotsav, blood donation, small-pox eradication, Five-Year Plan, etc., films on these subjects were released at the Films Division Auditorium, New Delhi, Children's Theatre Madras, and Tarabai Hall, Bombay, during the respective campaign weeks.

Non-commercial Exhibition

During January to March 1964, 3,306 prints were sold for non-commercial exhibition to schools, Government Departments (including Ministries), private bodies, etc. From April to December 1964, 5,123 prints were sold for similar purposes. Prints of documentary films were also supplied on loan to various organisations by the Branch Managers at Bombay, Calcutta, Madras, Nagpur, Lucknow and Secunderabad. From January to March 1964, 600 shows were arranged by these organisations, which were attended by 2,99,441 persons. During April to December 1964, 2,081 shows were arranged by these organisations for the benefit of 8,26,207 persons.

Mobile Van Publicity

In addition to the sale of prints and loan facilities, publicity is conducted through mobile van film shows. For this purpose 2,912 prints were supplied free of charge to the State Governments, Social Educational Organising Training Centres, Mobile Units of FYPP, Exhibition Division of the Directorate of Advertising and Visual Publicity, Ministry of Education, Railways, etc., during the period January to March 1964. Similarly, 12,420 prints were supplied for this purpose during April to December 1964 (including 2,060 prints to the State Governments).

External Publicity

Prints of documentary films approved for publicity abroad are being supplied to 81 Indian missions in foreign countries and specially compiled monthly overseas editions of newsreels are supplied to 36 missions. These films are shown by our missions to invited audiences and are also loaned for non-commercial exhibition to educational institutions, cultural organisations, Indian students and private individuals.

Thirty-two Indian missions have been permitted to loan prints of Film Division's films free of charge to local television networks. In addition, general permission has been given to all Indian missions to loan prints of all documentaries and quickies relating to the Emergency for telecasting free of charge during the period of the present Emergency.

Arrangements made for the distribution of Indian newsreels on a commercial basis in East African countries have been continued. Arrangements have also been made for commercial and non-commercial distribution of the film "Rabindranath Tagore" in U.S.A. and other European countries. Documentaries and newsreels (overseas editions) produced by the Films Division are being exhibited in cinemas in Sudan; similar arrangements are being made for screening of a few documentary films in cinema houses in Lebanon through the Department of Tourism.

Arrangements made for the exchange of documentary films with Canada and Malaysia were continued during the period under review.

Exhibition of Films on Ocean-going Liners

Arrangements have been made for screening 16 mm prints of documentary films on ocean-going liners.

Participation in Film Festivals

The Films Division participated in 9 International Film Festivals during January to March 1964 by entering 23 films. During April to December 1964, it further participated in 31 International Film Festivals in various parts of the world by entering 79 documentaries. In addition, Films Division documentaries were exhibited in fairs in Helsinki, Kathmandu and Kuwait.

Sale of Stock Shots

Sale of stock shots to private producers and State Governments was continued. During the period January to March 1964, 7 parties availed themselves of this facility and during April to December 1964, as many as 43 parties took advantage of it.

With compliments of:

**INDIAN PAINTS & CHEMICALS,
MADHUPATNA: CUTTACK-3.**

(Makers of quality Paints)

Phone: 1054

Gram: COLOUR.

Telegram: FINCORISSA

Telephones: Office 981
Mg. Director's
residence 1342

ORISSA STATE FINANCIAL CORPORATION

Killa Maidan, Cuttack-1 (Orissa).

Paid up capital & Reserves	..	Rs. 1,05,46,000
Bonds & Debentures	..	Rs. 50,00,000
Loans disbursed (31-3-1965)	..	Rs. 1,65,90,818

Proposals invited for medium and long term loans
for establishment or expansion of
industries in
Orissa.

For details contact:

**R. N. SAHOO,
Managing Director.**

Trade and Professional Associations

Advertising Council of India

Army and Navy Building Mahatma Gandhi Road, Bombay-1

The need for a broad-based voluntary body of publishers and advertisers was recommended in the Press Commission report of 1955. It was taken up by the Ministry of Information and Broadcasting. An emergency meeting of various advertising agents, including representatives of the Government, the Indian Society of Advertisers, the Indian and Eastern Newspapers Society, the Indian Languages Newspapers Association, and the Advertising Agencies Association of India and other trade bodies was called to form a pilot committee for the formation of an Advertising Council. The pilot body started with the idea of constituting a statutory organization, and the Advertising Council of India was formed on August 20, 1959, as a voluntary association of publishers, advertisers, advertising agents, printers and newspaper editors. The Advertising Council is a synthesis of associations representative of individuals and companies bound by the common desire to uphold the cause of advertising and improve its standards, and

protect the interests of the consumer in particular.

Aims

To promote the development of advertising on ethical, aesthetic and sound lines.

To specify standards for advertising practice in India.

To amend and improve such standards in the light of changing circumstances and to take all necessary steps for the maintenance of such standards.

To advise on, sponsor, or undertake public service advertising on issues which are non-communal, non-political and otherwise non-partisan and are clearly in the interests of the nation.

To advise the Central and State Governments on all matters referred to the Council in respect of their advertising, and

To educate the public on the social role and functions of advertising.

Indian Society of Advertisers

148 Mahatma Gandhi Road, Bombay-1

The Society was founded in September 1952 as an organization of commercial advertisers in the country. The Society, representing 60% of the national advertisers in the country, had at the end of 1960, a membership of 79 as against 71 in the previous year.

Committees

The Managing Committee of the Society runs the day-to-day administration through its Executive Secretary, Mr. Pothen Philip.

Sixteen nominees of various member organizations form the Executive Council of the Society.

The Society also submits nominations to the national productivity teams under T.C.M. aid and the Advertising Council of India, to which the Society also gives secretarial service.

There are three permanent Sub-Committees of the Society, the Liaison Committee, the Media Information Committee and the ISA-AAAI Media Rates Committee.

Aims

To promote, maintain and uphold sound, ethical and economic principles of advertising, to encourage and promote unanimity among members on all subjects involving their common good, to secure joint action in all matters affecting the common interests of members and to take con-

structive action in all important branches of advertising.

To represent, protect, inform, and guide the members of the Society in all matters relating to advertising.

To promote or oppose legislative and other measures affecting advertising, trade mark, merchandise marks and trade and business names and any other matters affecting the objects of the Society.

To co-operate with, advise, petition or oppose any local or other authority or any Government department and to petition the Government or any public or private association or body on matters affecting the objects of the Society.

To expose fraudulent or wasteful advertising propositions.

To serve as a clearing-house of information on advertising matters, and facilitate contact between advertisers by meetings and exchanges of ideas, views and experience.

To give assistance to members who advertise overseas.

To maintain good relations with all other organisations connected with advertising as a whole, and co-operate with them for the benefit of the advertiser.

To collect, publish, and circulate statistics and information which may assist or promote the objects of the Society.

Society of Advertising Practitioners (SAP)

Ilaco House, Phirozeshah Mehta Road, Bombay-1

The Society of Advertising Practitioners was incorporated under the Companies Act, 1956, as a limited liability body, in May 1958. Its aim is to elevate the status of advertising practitioners, safeguard and advance their interests and procure their efficiency and proper professional conduct.

Its major objectives are:

1. To encourage persons of good education and ability to adopt the profession of advertising practitioners by securing for such profession a recognised professional status, and by raising the standard of qualification necessary for those engaged therein;
2. To establish a Governing body with powers to test the qualifications of those desiring to enter the said profession, and to lay down and enforce the observance by the members of professional standards of conduct;
3. To encourage the association of Advertising Practitioners in

companies and firms, thereby securing the establishment of organisations with special knowledge and experience essential for the giving of efficient service;

4. To devise and impose means for testing the qualifications of candidates for admission to membership of the Society by examination;
5. To hold conferences and meetings for the discussion of professional affairs, interests and duties, the reading of papers, and the delivery of lectures, to form libraries, to collect, collate and publish information of service or interest to members of the profession and the public at large.

It has five classes of membership:

- (a) Fellows
- (b) Ordinary members
- (c) Associate members
- (d) Incorporated Advertising Practitioners, and
- (e) Registered Advertising practitioners.

Audit Bureau of Circulations Ltd. (ABC)

Wakefield House, Sprott Road, Ballard Estate, Bombay-1.

The Audit Bureau of Circulations was registered in 1948 as a non-profit making company with no share capital and limited liability by guarantee. Its affairs are controlled by a Council of Management, half of which retires by rotation and is elected at the Annual General Meeting each year. Equal representation is given on the Council to nominees of publishers on the one hand, and advertisers and advertising agencies on the other. The Chairman is elected alternately from each group. The Bureau is also a founder-member of the International Federation of Audit Bureaux of Circulations.

Aims

The Bureau's object is to certify Net Paid circulations of newspapers and periodicals on the basis of uniform and standard audit procedure to meet the needs of advertisers and other space-buyers. To ensure the accuracy of its certificates, the Bureau insists on proper maintenance of circulation records and full compliance with a comprehensive procedure of audit. For this purpose, the Bureau retains a panel of auditors, who are selected from amongst the highest and most reputed firms of Chartered Accountants in the country. They carry out recheck audits on behalf of the Bureau.

A Service Unit was set up in 1961 with

a view to help and advise Publisher-Members.

Membership

Present membership comprises over 230 national and provincial newspapers and periodicals covering almost all metropolitan daily, weekly and periodical publications. It extends over 40 towns and 14 languages in addition to English. Over 100 national advertisers and advertising agencies are also members. There is an extensive membership in Ceylon as well.

Activities in 1964

Apart from its normal activity of certifying circulations, the Bureau sponsored a Readership Survey in Ceylon, which has proved extremely useful. The Bureau also participated in the First General Assembly of the International Federation of Audit Bureaux of Circulations at New York with 13 other circulation auditing organisations in the world.

Office Bearers 1964-65

Chairman Tushar Kanti Ghosh (*Amrita Bazar Patrika*); Dy. Chairman T. S. Krishnan (*Indian Express*); Hony. Secy. Edward J. Fielden (*J. Walter Thompson Co. Pvt. Ltd.*); Hony. Treasurer A. M. Patel (*Everest Advertising Pvt. Ltd.*); Secretary S. D. Kumar.

Advertising Agencies Association of India

111—A Mahatma Gandhi Road, Opp. Rajabai Clock Tower,
Fort, Bombay-1.

The Advertising Agencies Association of India, a representative body of the advertising agency profession, was established in 1945. Since then it has contributed to improve the standards of advertising in India. The following are among the various objects for which the Association was formed:

- (a) To raise and improve the standard of publicity and advertising by all practical means;
- (b) To encourage and preserve a high standard of industrial design;
- (c) To arrange for educational courses in the profession of advertising for its members and others;
- (d) To encourage and maintain a high level of business and professional integrity amongst advertising agencies and their suppliers;
- (e) To encourage and secure friendly relations and unanimity amongst members of the advertising profession and advertising agencies all over the world.

The Association issues a monthly bulletin which contains information of interest to members of the profession and those interested in advertising. Copies of the bulletin are sent to a number of overseas countries.

With a view to promote healthy competition and the standard of advertising, the A.A.A.I. has adopted a 'code of standards of advertising practice' which

covers advertising ethics vis-a-vis the customers and the advertisers.

Membership of the Association is open only to an organisation, firm or company which practises advertising and has permanent office within the territory of India and Ceylon and which conforms and agrees to conform to the minimum standards of business practice and professional skills as may be prescribed by the Association, from time to time.

Associate membership is open to an organisation, firm or company which operates as an advertising agency but has no permanent office within the aforesaid territory.

Affiliate membership is open to such advertising agencies which are operating within the territory covered by the Association and which do not fully come up to the standard of full-fledged membership. Affiliate members must qualify for full-fledged membership within two years from the date of admission.

Office Bearers

President R. Ahmed (*Lintas Ltd.*); Vice-President J. Chakravarty (*Kalpna Advtg. & Public Relations*); *Members of the Executive Committee:* S. N. Banerjee (*Clarion Advtg. Services Pvt. Ltd.*), T. S. Raman (*B. Dattaram & Co.*) A. S. Peerbhoy (*Marketing Advtg. Associates Pvt. Ltd.*), Harish C. Jain (*National Advtg. Service Pvt. Ltd.*), S. R. Gupta (*Newfields Advtg. Pvt. Ltd.*), N. M. Roy (*Progressive Publicity Service*), V. K. Lal (*Ranjit Sales & Publicity Pvt.*), C. V. E. Sastri (*Sastri's Advertising*), Premnarayan Indernarayan (*Sista's Pvt. Ltd.*).

BASE YOUR
DECISIONS
FACTS
 ON BARE

Facts alone can help get you where you want to go. ABC gives you the circulation facts—and figures—of publications on a standardized, comparable basis.

ABC figures are not a matter of opinion, claim or guesswork. They are arrived at by rigid, searching and impartial audits by an independent panel of firms of

Chartered Accountants appointed by the Bureau, a tripartite body of Advertisers, Advertising Agencies and Publishers.

ABC keeps its members informed at regular intervals on how many people buy which publication and in which place. Membership to the ABC is a valuable asset in mass communication.

For membership particulars please contact



AUDIT BUREAU OF CIRCULATIONS LTD.
 Wakefield House, 4th Floor, Ballard Estate, Bombay 1.
 Gram: AYBEESEE Phone: 261812

Leading Advertisers

(1) Names & Designations of executives in charge of advertising, publicity or public relations; (2) Principal Products; (3) Advertising Agents; (4) Advertising budget year.

Addisons Paints & Chemicals Ltd., Hazur Gardens, Sembiam, Madras-11 (1) Lt. Col. R. V. Swaminathan (Sales Mgr.) (2) All types of surface coatings—Automobile and Industrial finishes, Architectural Paints, and ancillaries. (3) The Madras Advtg. Co. Pvt. Ltd. (4) Jan.-Dec.

Ahmedabad Mfg. & Calico Printing Co. Ltd., Outside Jamalpur Gate, Ahmedabad-1 (1) B. V. Bhat (Sales Exec.) (2) Cotton Textiles (3) Shilpi Advt. Ltd. (3) Apr.-Mar.

Air India, 84 Mahatma Gandhi Rd., Bombay-1 (1) J. B. Cowasji (Publicity Mgr.), S. Alemeida (PRM) (2) Air Travel (3) J. M. Walter Thompson Co. Pvt. Ltd. (4) —.

Ajit Radio Corpn., 34 Vithaldas Rd., Bombay-2 (1) Ajit V. Kapadia (Advtg.-in-Charge) (2) Chokes, Lamination, Transformers and Stamping (3) Unique Advtg. Agency (4) Oct.-Sep.

Alembic Chemical Works Co. Ltd., Alembic Road, Baroda-3 (1) N. R. Amin, (Dir., Pub. Rel.), Dr. V. N. Dalal (Mgr., Advt. Dept.) (2) Pharmaceuticals & Chemicals (3) Everest Advtg. Pvt. Ltd., (4) Jan.-Dec.

Alitalia, Churchgate, Bombay-1 (1) E. Pacchiarotti (Asst. Gen. Mgr.) (2) Air Travel (3) Clarion Advt. Services Ltd. (4) Jan.-Dec.

All India Handicrafts Board, Willingdon Crescent, New Delhi-1 (1) S. K. Jain, (Pubcy. Officer) (2) Indian Handicrafts (3) Directorate of Advertising & Visual Pubcy. (4) Apr.-Mar.

Allied Photographics Ltd., Kasturi Bldgs., J. Tata Rd., Bombay-1 (1) — (2) — (3) J. Walter Thompson Co. Pvt. Ltd. (4) —

Amar Dye-Chem Ltd., Rang Udyan, Sitaladevi Temple Rd., Mahim, Bom-

bay-16 (1) — (2) Dyes (3) — (4) Jan.-Dec.

Amrutanjan Ltd., 14/15 Luz Church Rd., Madras-4 (1) — (2) — (3) J. Walter Thompson Co. Pvt. Ltd., (4) —.

Amzel Pvt. Ltd., 95-K Omer Park, B. Desai Rd., Bombay-26 (1) Sultan H. Fazalbhoy (Dir. & Gen. Mgr.), Salim Fazalbhoy (Mktg. Mgr.) (2) Batteries, Paints, Sealed Beams, Refrigerators, (3) Marketing Advertising Associates (P) Ltd., (4) Apr. Mar.

Anil Hardboards Ltd., Lakshmi Insurance Bldg., Sir P. M. Rd., Bombay-1. (1) O. J. Thortan (Pubcy & PRO) (2) Hardboards, Insulation boards and by-products (3) — (4) Apr.-Mar.

Asepticus Co., Swadeshi Market, Kalbadevi Rd., Bombay-2 (1) M. J. Presswala (Sales & Advtg.-in-Charge) (2) Pharmaceuticals (3) Ind. Advtg. Agency (4) Apr.-Mar.

Ashok Leyland Ltd., Bank of Mysore Bldgs., Madras-1 (1) M. D. Kapur (Sales & Mktg.-in-Charge) (2) Disel Bus, Truck Chasis, Industrial Engines (3) J. Walter Thompson Co. Pvt. Ltd. (4) Oct.-Sep.

Ashoka Hotel, New Delhi (1) N. P. Dube (Mg. Dir.) (2) Hotelliering & Confectionery (3) Clarion Advertising Services Pvt. Ltd. & New Fields Advtg. Pvt. Ltd. (4) Apr.-Mar.

Associated Electrical Industries (India) Pvt. Ltd., 13 Rajendra Nath Mukherjee Rd., Calcutta-1 (1) E. E. Gaiger (Sales Mgr., Incharge Product Pubcy.), V. N. Dixit (Dir. Incharge Institutional Pubcy. 56 Janpath, New Delhi (2) Products for Generation, Transmission and Utilization of Electricity (3) S. H. Benson (India) Ltd., (4) Jan-Dec.

INFA 1965

Atlantis (East) Ltd., 41 Chowringhee Rd., Calcutta-16 (1) — (2) — (3) J. Walter Thompson Co. Pvt. Ltd. (4) —.

Atul Products Ltd., Atul, Via Bulsar, W. Rly. (1) — (2) Dyes (3) J. Walter Thompson Co. Pvt. Ltd. (4) —.

Automobile Products of India Ltd., Agra Road, Bhandup, Bombay-78, (1) M. S. Deva & S. V. Subramaniam (Exces. PR), (2) Lambretta Scooters & Three-Wheelers, & Motor-parts (3) J. Walter Thompson & Co. (4) —.

Bajaj Electricals Ltd., 45-47 Veer Nariman Rd., Bombay-1 (1) Hareesh Raja (Sales Exec. Pubcy.) (2) Electrical appliances and fittings (3) Hero's Pubcy. Service (4) Apr.-Mar.

Bank of Baroda Ltd., Apollo Street, Bombay-1 (1) S. L. Mehta (Mgr. Foreign Business) (2) All Banking Business (3) J. Walter Thompson Co. Pvt. Ltd. (4) Jan.-Dec.

Bata Shoe Co. Private Ltd., 6 A, S. N. Banerjee Rd., Calcutta (1) D. K. Gupta, (Incharge of Pubcy. & PR) (2) Footwear & allied Products (3) — (4) Jan.-Dec.

Batilboi & Co. Pvt. Ltd., Forbes Street, Fort, Bombay-1 (1) K. M. Nayak (Pubcy. Officer) (2) Electrical/Mechanical/Textile Machineries (3) S. H. Benson (India) Ltd. (4) July-June.

Beecham (India) Pvt. Ltd., Beecham House, Mahim, Bombay-16 (1) — (2) — (3) — (4) —.

Bengal Potteries Ltd., 45 Tangara Rd., Calcutta-15. (1) —. (2) — (3) — (4) —.

Bentex Sales Corp., Bentex Bldg., 99-C, Tardeo Rd., Bombay-7 (1) T. V. P. Iyer (Advtg.-in-Charge) (2) Watch Straps (3) — (4) Apr.-Mar.

Bharat Electronics Ltd., Jalahalli, Bangalore-13 (1) V. V. Parthasarathy (Comm. Officer PRO), (2) Electronic equipment & Components (3) Efficiency Publicities Limited. (4) —.

Bharat Industries & Commercial Corp., 'Tower House', Chowringhee Square,

Calcutta-1 (1) M. L. Kocher (Partner) (2) Russian Tractors, Atlas trailer, Earth-moving equipment (3) National Advertising Service Pvt. Ltd., (4) Mar.-Feb.

Binny & Co. (Madras) Ltd., 7, Armenian St., Madras-1 (1) G. Manning, (2) Cloth (3) J. Walter Thompson Co. Pvt. Ltd., (4) —.

Bird & Co. (Private) Ltd., F.W. Heilgers & Co. Pvt. Ltd., Chartered Bank Bldg., Calcutta-1 (1) R. P. Benthall (Dir.-in-charge) Mrs. M. Moffett (Head of Dept.) (2) Coal, Engg. & Pneumatic Equipment Springs and Spring Balances, Jutegoods, Coal washeries, Refractories (3) S. H. Benson (India) Ltd. (4) Jan.-Dec.

Birla Brothers (P) Ltd., 15 India Exchange nge Place, Calcutta-1 (1) — (2) — (3) — (4) —.

Blackwood Hodge (India) Pvt. Ltd., 139, Beliaghata Rd., Calcutta-15 (1) — (2) Machinery, (3) — (4) —.

Blue Star Engg. Co. (Bombay) Pvt. Ltd., Kasturi Bldgs., Jamshedji Tata Rd., Bombay-1 (1) K. D. Aga (Advtg. Mgr.) (2) Water Coolers, Packaged Air Conditioners, Commercial Refrigeration Equipment (3) The Press Syndicate Ltd., (4) Jan. Dec.

Bombay Cycle & Motor Agency Ltd., 534, Sardar Vallabhbhai Patel Rd., Bombay-7 (1) D. C. Makhijani (2) Fiat Cars, Dodge Cars & Trucks Chrysler, Airtemp & Premier Room Airconditioner. (3) Sista's Private Ltd. (4) Apr.-Mar.

Bombay Fine Worsteds Mfrs, Castle Mills Agra Rd., Thana, Bombay (1) D. R. Nayar (Advtg., Sales & Mktg.-in-Charge) (2) Fabrics, Hosiery and Knitting Yarns (3) General Pubcy. Services (4) June-May.

Bombay Oil Industries Pvt. Ltd., Kan-moor House, 281-87 Narsi Natha St., Bombay-9 (1) K. N. Mehta (Advtg. & Mktg.-in-Charge) (2) Edible Oils (3) Clarion Advtg. Services Pvt. Ltd., (4) Jan.-Dec.

Britannia Biscuit Co. Ltd., 16 Taratola Rd., Calcutta-27 (1) P.C. Khanna (Advt. Mgr. (2) Biscuits (3) — (4) —.

British Drug Houses (India) Pvt. Ltd., Imperial Chemical House, 8 Graham Rd., Bombay-1 (1) T. K. Bhaskaran (Advtg. Exec.) (2) Pharmaceuticals, Laboratory Chemicals (3) S. H. Benson (India) Ltd., (4) Jan.-Dec.

British Institutes 359 D. Naoroji Rd., Bombay (1) Vernon J. Machado, (Advtg. Officer) (2) Professions training (3) L. A. Stronach & Co. (India) Pvt. Ltd. (4) —.

Brooke Bond India P. Ltd., 12 Metcalfe St., Calcutta-13 (1) D. P. Ghosh (Advt. Mgr.) (2) Tea (3) — (4) —.

Burmah Shell Oil Storage & Distribution Co. of India Ltd., Burmah Shell House, Ballard Estate, Bombay 1 (1) — (2) Petrol & Lubricating Oil (3) — (4) —.

Cadbury Fry India Pvt. Ltd., Cadbury House, Bhulabhai Desai Rd., Bombay-26 (1) A. R. Munjee (Mktg. Mgr.) (2) Cocoa, Chocolate (3) S. H. Benson (India) Ltd. (4) Jan.-Dec.

Calcutta Chemical Co. Ltd., The, 35, Panditya Rd., Calcutta-29 (1) Srihari Gangooly (Pubcy. Officer) (2) Cosmetics & Toothpastes (3) Clarion Advtg. Services Pvt. Ltd., Pubcy. Forum, Premier Pubcy. Society, Progressive Pubcy. Service, National Advtg. Agency (4) July-June.

Calcutta Fan Works Pvt. Ltd., 30 Chowringhee Rd., Calcutta-16 (1) S. Ganguli (Dir.) (2) Fans (3) Phoenix Advtg. Pvt. Ltd. (4) Jan.-Dec.

Calico Industrial Engrs., 20A, Chakala, Andheri, Bombay-58 (1) Prabju Mehta (Advtg. Exec.) (2) Textile Waste Processing Machinery (3) Ratan Batra Pvt. Ltd., (4) Jan.-Dec.

Caltex (India) Ltd., Caltex House, 8 Ballard Rd., Bombay-1 (1) A. Mendieta (Mgr. P. R. & Sales Promotion) (2) Petroleum Products (3) Grant Advtg. Inc. (4) Jan.-Dec.

Carborandum Universal Ltd., 52/53 Jehangir St., Madras-1 (1) E. R. Prabhakar (Gen. Mgr.) (2) Abrasive Products (3) S. H. Benson (India) Ltd. (4) Sep.-Aug.

Carona Sahu Co. Ltd., Fort House, 221 Dadabhoy Naoroji Rd., Fort, Bombay-1 (1) M. Lobo (PRO) (2) Footwear (3) J. Walter Thompson Co. Pvt. Ltd., (4) June-May.

Ceat Tyres of India Ltd., 198 Jamshedji Tata Rd., Bombay-1 (1) C. P. Malhotra (Gen. Sales Mgr.) (2) Tyres (3) Ulka Advtg. (4) Jan.-Dec.

Cement Marketing Co. of India Ltd., 121 Queen's Rd., Bombay-1 (1) — (2) — (3) — (4) —.

Chandan Metal Products Pvt. Ltd., Gorwa, Baroda-3 (1) Ashok C. Patel (Dir.) (2) Steel Furniture & Equipment (3) Everest Advtg. Pvt. Ltd. (4) Jan-Dec.

CIBA of India Ltd., Royal Insurance Bldg., 14 J. Tata Rd., Bombay-1 (1) G. Sekhar (2) Dyes, Pharmaceuticals, Synthetic Resins, Pesticides, Cosmetics, (3) J. Walter Thompson Co. Ltd. (4) Jan.-Dec.

Coffee Board, 1, Vidhana Veedhi, Bangalore-1 (1) V. Balu (Dir.) (2) Coffee (3) F. D. Stewart Pvt. Ltd. (4) Apr.-Mar.

Colgate-Palmolive (India) Pvt. Ltd., Steelcrete House, 3 Dinsha Vachha Rd., Churchgate Reclamation, Bombay-12 H. Rai (Mktg. Mgr.) (2) Toilet Articles (3) Grant Advtg. Inc. (4) Jan.-Dec.

Colour-Chem Ltd., 221, Dadabhoy Naoroji Rd., Fort, Bombay-1 (1) J. C. Nanda (Secretary) (2) Pigment Colours (3) J. Walter Thompson Co. Pvt. Ltd., (4) Apr. -Mar.

Corn Products Co. (India) P. Ltd., Shree Nivas House, Woudby Rd., Bombay-1 (1) —. (2) — (3) —, (4) —.

Crompton Engg. Co. (Madras) Ltd., The 49/51 Second Line Beach, Madras-1 (1) N. Abhiraman (Pubcy.-in-Charge) (2) Electrical & Mechanical equipment, generating stations, transmission lines (3) J. Walter Thompson Co. Pvt. Ltd. (4) Jan.-Dec.

Delhi Cloth & General Mills Co. Ltd., Bara Hindu Rao, Delhi-6 (1) Madhav Pradhan (2) Textiles (3) J. Walter Thompson (4) July-June.

Devkaran Nanjee Insurance Co. Ltd., Bombay (1) S. Goza (Field Supdt. and PRO) (2) Gen. Insurance (3) Ratan Batra Pvt. Ltd. (4) Jan.-Dec.

Devidayal Cable Industries Pvt. Ltd., Gupta Mills Estate, Darukhana, Reay Rd., Bombay-10 (1) — (2) Winding Wires V.I.R. & P.V.C. Cables (3) — (4) —.

Dey's Medical Stores (Mfg.) Pvt. Ltd., 6/D, Lindsay St., Calcutta-16 (1) Ramanuj Ray (Sales Development Mgr.) (2) Medical Products & Pharmaceuticals (3) Printadex Advertising (4) Apr.-Mar.

Dey's Medical Stores Pvt. Ltd., 6/2-B, Lindsay St., Calcutta-16 (1) Ramanuj Ray (Sales Development Mgr.) (2) Hair Oil, and Cosmetics, Pharmaceuticals & Medical Products (3) Printadex Advertising (4) Apr.-Mar.

Directorate of Fruit Utilization, 18-B Outram Rd., Lucknow (1) Daya Nand (Sales, Advtg. & Mktg.-in-Charge) (2) Fruit Products (3) — (4) Apr.-Mar.

Dunlop Rubber Co. (India) Ltd., The, 57-B Free School St., Calcutta-26 (1) P. Guha (Pubcy. Department in Charge) (2) Tyre & Tubes, Cycle Rims, Repair & Retread Materials; Accessories, Sports Goods, (3) Clarion Advtg. Services, Pvt. Ltd., & S. H. Benson (India) Ltd. (4) Jan.-Dec.

Dyer Meakin Breweries Ltd., Lucknow Distillery, Post Box No. 6, Dallygunge, Lucknow. (1) N. K. Sharma, (Pubcy. Officer) (2) Alcoholic drinks, fruit juices, malt extract, canned food products, Breakfast foods, glass, ghee (3) National Publicity (4) Apr.-Mar.

E. S. Patanwala, 62 Connaught Rd., Bombay-27 (1) B. D. Gazdar (Miss), M. A. Dalal, B. M. Shaikh (Advtg. & Sales Promotion-in-Charge) (2) Cosmetic, Perfumes, & Soaps (3) Express Advtg. Agency (4) Hindu Year.

Eagle Vacuum Bottle Mfg. Co. Pvt. Ltd., 144/46 Sheriff Devji St., (Chuckla), Bombay-3, (1) I. H. Padamsee (Dir.) (2) Vacuum Flasks, Insulated Wares (3) Clarion Advtg. Services Pvt. Ltd., (4) Jan.-Dec.

East Asiatic Co. (India) Pvt. Ltd., Wavell House, Graham Rd., Ballard Estate, Bombay-1, (1) — (2) Machine Tools (3) National Advtg. Service Pvt. Ltd. (4) Jan.-Dec.

Eastern Machinery & Trading Co. Imperial Chambers, Wilson Rd., Ballard Estate, Bombay, (1) M.F. Minbathiwalla (Miss) (Mgr.) (2) Machine Tools, Electrical and Mechanical Equipment (3) Heros Pubcy. Service (4) Apr.-Mar.

Easun Engineering Co. Ltd., Bombay Mutual Bldgs, N.S.C. Bose Rd., Madras -1, (1) Gyan Haksar (PR Mgr.) (2) Industrial Electrification, Machine & Machine Tools (3) Efficient Publicities Pvt. Ltd., (4) Apr.-Mar.

Easun Products of India Pvt. Ltd., Bombay Mutual Bldgs., N.S.C. Bose Rd., Madras-1 (1) Gyan Haksar (PR Mgr.) (2) Export of Yarn, Textiles, Coir Products, Light Engineering Items etc., (3) Clarion-McCann Advertising Services Ltd., (4) Apr.-Mar.

Economy Engineering Co., The, Bunder Rd., Post Box No. 57, Bhavnagar, (1) K. H. Mirza (Sales-in-Charge) (2) Ejecto Pumps, H. T. Pumps, Rotary Oil Pumps and other different kind of pumps (3) Navnitlal & Co., (4) Jan.-Dec.

English Electric Co. of India Ltd., D-3 Gillander House, 8 Netaji Subhas Rd., Calcutta-1, (1) A. N. Roy (Advtg. Exec.) (2) Electrical equipment (3) Clarion Advtg. Services Pvt. Ltd. (4) Oct.-Sep.

Esso Standard Eastern, Inc., 17, Jamshedji Tata Rd., Bombay-1 (1) Mahesh M. Doctor (Advtg. Mgr.), H. Bedi (PR Mgr.) (2) Petroleum Products & Chemical Products (3) J. Walter Thompson Co. Pvt. Ltd. & Clarion Advertising Services Pvt. Ltd. (4) Jan.-Dec.

Estrela Batteries Ltd., Plot No. 1, Dharavi, Post Bag No. 6602, Matunga, Bombay-19 (1) H.N. Doshi (Gen. Mgr.) K. H. Muthuswami (Sales Mgr.) (2) Flashlight Batteries (3) S. H. Benson (India) Ltd., (4) Apr.-Mar.

Eswaran & Sons Engineers Pvt. Ltd., Second Line Beach, Madras-1 (1) Gyan Haksar (PR Mgr.) (2) Switchgears

(3) Clarion-McCann Advertising Services Ltd., (4) Apr.-Mar.

Federal Republic of Germany, Embassy of New Delhi (1) Kampnick & (Dr.) Noelle (2) Institutional (3) J. Walter Thompson & Co. Pvt. Ltd. (4) Jan.-Dec.

Fertilisers And Chemicals, Travancore Ltd., The, P.O. Udyogmandal, Alwaye (Kerala) (1) R. N. Warriar (Mktg. Mgr.) & S. Sankara Pillai (Publicity & Liaison Officer) (2) Fertilizers and Heavy chemicals (3) Criterion Publicity Private Ltd., & RP Associates, Madras (4) Apr.-Mar.

Firestone Tyre & Rubber Co. of India Pvt. Ltd., Hay Bunder Road, Bombay-1 (1) G. T. Warner (Sales Dir.) (2) Tyres, Tubes, Repair and Retread material and accessories (3) L. A. Stronach & Co. India Pvt. Ltd. (4) —.

Franco-Indian Pharmaceuticals Pvt. Ltd., Bapnu Ghar, Hornby Vellard, Bombay-18 (1) P. K. Kakodkar; P. E. Subramani; O.C. D'Souza (Pubcy. Mgrs.) (2) Pharmaceuticals (3) — (4) May-Apr.

Ganesh Flour Mills Co. Ltd. 64-65 Najafgarh Rd., New Delhi-15 (1) Shri Narain (Mgr.) (2) Ganesh Delite Fans (3) J. Walter Thompson Co. Pvt. Ltd., (4) Apr.-Mar.

Ganesh Flour Mills, Hindustan Breakfast Foods, 64-65, Najafgarh Rd., New Delhi -15 (1) Chaail Bihari (2) Champion Cornflakes Oats etc., (3) J. Walter Thompson & Co. Pvt. Ltd., (4) Jan.-Dec.

General Electric Co. of India Pvt. Ltd., Magnet House, 6, Chittaranjan Avenue, Calcutta-13 (1) Ananda De (Mgr. Mktg. & Pubcy. Dept.) (2) Radios, Fans Lamps, Fluorescent Fittings, Refrigerators, etc., (3) Grant Advertising, & Kalpana Advertising (4) Apr.-Mar.

General Radio & Appliances Ltd., Opera House, Bombay (1) J. R. D. Bakshi (Comm. Mgr.), P. G. Nenon (Pubcy. Officer) (2) Radios, Electrical Appliances (3) J. Walter Thompson Co. Pvt. Ltd., (4) Jan.-Dec.

Geoffrey Manners & Co. Ltd., Magnet House, Ballard Estate Bombay-1 (1) M. Benegal (Advt. Mgr.) (2) Toothpaste, Gripe Mixture, Cosmetics (3) L.A.

Stronach & Co. (India) Pvt. Ltd., & Advtg. & Sales Promotion Co. (4) Nov.-Oct.

Glaxo Laboratories (India) Pvt. Ltd., Dr. Annie Besant Rd., Worli, Bombay-18 (1) M. Spencer (Mrs.) (Advtg. & PRO) (2) Milk Products (3) S.H. Benson (India) Ltd., (4) July-June.

Godfrey Philips India Ltd., 22/S, VI. 'A', Nalini Ranjan Avenue, New Alipore, Calcutta-16. (1) — (2) — (3) — (4) —.

Godrej & Boyce Mfg. Co. Pvt. Ltd., Lalbaug, Parel, Bombay-12 (1) Anasoya Godiwala (Mrs.) (Pubcy. Officer) (2) Steel Security Equipments (3) Clarion Advertising Services P. Ltd., (4) Jan.-Dec.

Golden Tobacco Co Pvt Ltd., Tobacco House, Ghodbunder Rd., Bombay-57. (1) — (2) Cigarettes (3) — (4) —.

Goodyear India Limited, 209 Acharyya Jagdish Bose Rd., Calcutta-17 (1) M. T. Laughlin (Sales Dir.) & Anil Basu (Mgr. Advtg. & PR) (2) All types of Tyres & Tubes and other Rubber Products, Automotive & cycle Accessories and Chemical Products etc. (3) J. Walter Thompson Co. P. Ltd., & Grant Advertising Inc. (4) Jan.-Dec.

Govt. of Madras, Dept. of Industries & Commerce (1) U.A. Unny (PRO) (2) Bicycles, Locks, Footwear, Leather, & Electrical goods, Ceramics (3) Sistas Ltd. (4) Apr.-Mar.

Gramophone Co. Ltd., 33 Jessore Rd. Dum Dum, Calcutta-28 (1) S. K. De, (PRO/Advtg. Exec.) (2) Records, Record Players, Radios & Electronic Equipment (3) Clarion Advtg. Services Pvt. Ltd. (4) Jan.-Dec.

Greaves Cotton & Crompton Parkinson Ltd., 1 Forbes St., Fort, Bombay-1 (1) R. A. Patil (Advtg. Mgr.) (2) Electrical Engg. Equipments (3) S. H. Benson (India) Ltd., Ajanta Advtg. (4) Jan.-Dec.

Hackbridge-Hewittic & Easun Ltd., Second Line Beach Madras-1 (1) Gyan Haksar (PR Mgr.) (2) Power & Distribution Transofrmers. (3) Clarion McCann. (4) Feb.-Jan.

H. S. Cox & Co. Pvt. Ltd., 24 Rampart Row, Bombay-1 (1) Kamalakaran C Parekh (Dir.) (2) Clearing & Forwarding Agents (3) Graphic Advtg. Pvt. Ltd., (4) Jan.-Dec.

Harbans Lal Malhotra & Sons Pvt. Ltd., 18, Netaji Subhas Rd., Calcutta-1 (1) B. R. Khanna (PRO), K. K. Sawhney (Advt.-in-Charge) & S. N. Mazumdar (Sales Mgr.) (2) Steel Files, Hacksaw Blades, Metal Cutting & Wood Cutting, Bandsaw Blades, Circular Saws etc. (3) Bharat Bhandar Marketing & Advertising, (4) Apr.-Mar.

Heatly & Gresham Ltd., 31 Chittaranjan Avenue, Calcutta-12 (1) M. D. Mehra (Exec.-in-Charge, Advtg.) & R. S. Bavdekar (Exec.-in-Charge PR) (2) Machine Tools, Contractor Plants and Building Material, Oil Burners, Bioler Fittings and other Engineering Goods (3) National Advtg. Service Pvt. Ltd., Ajanta Advtg. (4) July-June.

Henry Davis Co. Pvt. Ltd., Nanjee Bldg., 18 Horniman Circle, Fort, Bombay-1 (1) Makhanlal Rajgaria (Advtg. & Sales Promotion -in-Charge) (2) Stapling Machines (3) — (4) Oct.-Sep.

Himani Pvt. Ltd., Khelat Babu Lane, Calcutta-2 (1) Gouri Banerji (Miss) (Pubcy. Dir.) (2) Cosmetics (3) Indian Pubcy. Bureau Pvt. Ltd., (4) Apr.-Mar.

Himco India Pvt. Ltd., Andheri-Kurla Rd., Bombay-59 (1) — (2) Batteries, Electrical auto parts (3) Veer Advertisers (4) Jan.-Dec.

Hindusthan Aeronautics Ltd., Bangalore Division, Bangalore (1) M. A. S. Rajan (Chief Administrative Officer), V.R. Ruthnam, (PRO), R. Ananda Rao, (Pubcy. Officer), & P. S. Subranianiam (Editor, Vimana Samachar) (2) Aircraft & Aero Engines (3) Madras Advtg. Co. Pvt. Ltd., Efficient Pubcy. Pvt. Ltd. (4) Apr.-Mar.

Hindustan Aluminium Corpn. Ltd., 5 Clive Row, Calcutta-1 (1) N. K. Lahiri (Pubcy. Exec. & Ed. 'Hindalco Journal') (2) Aluminium Ingots, Wirebars, Pillets, Redraw Rods (3) Press & Pubcy. Syndicate (P) Ltd. (4) Jan.-Dec.

Hindustan Insecticides Ltd., C-255 Defence Colony, New Delhi-3 (1) S. K. Khanna (Pubcy. Officer) (2) DDT (3) — (4) Apr.-Mar.

Hindusthan Lever Ltd., Hindusthan Lever House, Backbay Reclm., Churchgate, Bombay-1 (1) G. C. Bahl (Advtg. Mgr., Soap Divn.), B. B. Mundkur (Advtg. Mgr., Food Divn.) S. Srinivasan (P. R. Mgr.) (2) Cosmetic Soaps, Toothpastes & Edible Oils (3) Lintas Ltd., (4) Jan.-Dec.

Hindusthan Machine Tools Ltd., Jalahalli, Bangalore-13 (1) P. M. Raju (PR Mgr.) (2) Heavy/Medium Machine Tools & Watches (3) Advtg. & Sales Promotion Co. (4) Apr.-Mar.

Hindusthan Milk-Food Manufacturers Ltd., Patiala Rd., Nabha, Punjab (1) R. D. Copas (Advtg. & Sales Promotion-in-Charge) (2) Milk Products (3) J. Walter Thompson Co. Pvt. Ltd. (4) Apr.-Mar.

Hindusthan Motors Ltd., 15 India Exchange Place, Calcutta-1 (1) T. Sinha (Pubcy. Officer) (2) Cars & Trucks (3) Advtg. Sales Promotion Co. (4) Apr.-Mar.

Hindustan Steel, P. O. Hinoo, Ranchi, (1) H. R. Rakshit (2) Steel (3) J. Walter Thompson Co. Pvt. Ltd. (4) Apr.-Mar.

Imperial Tobacco Co. of India Ltd., 37, Chowringhee, Calcutta-16 (1) C. Das Gupta (Advtg. Mgr.) G. Ghosal (Asstt.) (2) Cigarettes (3) Clarion Advtg. Services Pvt. Ltd., J. Walter Thompson Co. Pvt. Ltd., (4) Apr.-Mar.

India Coffee & Tea Distributing Co. Ltd., Metropolitan Insurance House, D. N. Rd., Bombay-1 (1) —, (2) Coffee & Tea, (3) — (4) —.

India Pistons Ltd., Madras-11 (1) — (2) — (3) — (4) —.

Indian Cable Industries Bombay-Poona Rd., Pimpri, Poona-18 (1) Prahlad P. Chhabria (Sales, Advtg. Mktg.-in-Charge) (2) P.V.C. Insulated Electrical Cables and Wires (3) Adverts Pvt. Ltd., Pratibha Advtg. (4) May-Apr.

Indian National Diesel Engine Co. Ltd., Mehta Chambers, Mathews Rd., Bombay (1) A. Currimbhoy (PRO) (2) Air-Cooled Diesel Engines (3) Press Syndicate Ltd. (3) Apr.-May.

Indian Oil Corporation Ltd., Clarke Rd., Mahalaxmi, Bombay-34. (1) B. V. Rangnath, (PRO), U.K. Dikshit (Asst. PRO) (2) Petroleum Products (3) Marketing Advertising Associates Pvt. Ltd. (4) Apr.-Mar.

Indian Oxygen Ltd. 48/1 Diamond Harbour Rd., Calcutta-27 (1) P. Sanyal (PRO) (2) Industrial & Medical Gases, Oxygen Therapy apparatus, Electrodes (3) Clarion Advtg. Services Pvt. Ltd. (4) Oct.-Sep.

Indian Plywood Manufacturing Co. Ltd., 9 Wallace St., Fort, Post Box 1175, Bombay-1 (1) H. K. Vissanji (Dir.) (2) Decorative Plywood, Okal Boards, Nova Particle Boards, Flush Doors, Marine Plywood, shuttering Plywood, etc. (3) Ratan Batra Pvt. Ltd., (4) Apr. Mar.

Indian Standards Institution, Manak Bhavan, 9, Bahadur Shah Zafar Marg, New Delhi (1) B. L. Bhatia (PRO) (2) Propagation of Standardisation (3) Asian Advertising (4) Apr.-Mar.

International General Electric Co. India Pvt. Ltd. (1) R. H. Mehta (Advtg. Exec.) (2) Heaters, X-ray and other electric equipment (3) Grant Advtg. Inc. (4) Jan.-Dec.

J. L. Morison Son & Jones India Pvt. Ltd., Contractor Bldg., Nicoe Rd., Ballard Estate, Bombay-1 (1) B. A. Boone (Advtg. & Sales-in-Charge) (2) Cosmetics, Toothpaste (3) Aiyars Advtg. & Mktg., L. A. Stronach & Co. India Pvt. Ltd., (4) Jan-Dec. and Apr.-Mar.

Japan Airlines Co., Ltd., 35A, Chowringhee Rd., Calcutta-16. (1) T. Yoshida (2) Air Travel (3) National Advertising Services Pvt. Ltd., (4) Apr.-Mar.

Jayanti Shipping Co. Ltd., 56, Jorbagh, New Delhi-3 (1) Dharam Yash Dev (Mgr. Spl. Duties) (2) Shipping (3) Clarion Advtg. Services (P) Ltd. (4) Apr.-Mar.

Jay Engineering Works Ltd., 193A, Prince

Anwar Shah Rd., Calcutta-31 (1) J. P. Sangal (Pubcy. Officer), Bhudeb Shankar (PRO) (2) Sewing Machines, Fans etc. (3) Alpha Advtg. Service, Grant Advtg. Inc., Ranjit Sales & Pubcy, Pvt. Ltd., (4) Apr.-Mar.

J. B. Mangharam & Co., Gwalior (1) S. Shivkumar (Supdt. Pubcy.) (2) Biscuits & Sweets (3) B. Dattaram & Co. (Bombay), Gayways Pubcy. Pvt. Ltd., New Delhi. (4) Jan.-Dec.

Jhaveri Bros. & Co. Pvt. Ltd., 345 Abdul Rahman St., near Crawford Market, Bombay-3 (1) Kishor S. Jhaveri (Advtg. Mgr.) (2) Silverware (3) National Advtg. Service. (4) Jan.-Dec.

Jindal India Pvt. Ltd., Hissar (Punjab) & Lilloah (Howrah) (1) S. Jindal, (Dir.), M. S. Bhatnagar (Office Secy.) (2) M. S. Pipes & Tubes (3) Indian Pubcy. Bureau Pvt. Ltd., (4) Jan.-Dec.

Johnson & Johnson of India Ltd., Spencer's Bldg., Forejett St., Bombay-26 (1) — (2) Tioletts (3) — (4) —.

Jyoti Ltd., Industrial Area, Baroda-3 (1) R. A. Kothari (Pubcy. Officer) (2) Pumps, Electric Motors & Switchgear, etc. (3) Everest Advtg. Pvt. Ltd. (4) Jan.-Dec.

Kamani Metals & Alloys Ltd., Agra Rd., Kurla, Bombay-70 (1) S. C. Sarker (PR & Pubcy Officer) (2) Non-ferrous Sheets, Strips & Coils (3) S. H. Benson (India) Ltd., (4) Jan.-Dec.

Karam Chand Thapar & Bros. Pvt. Ltd., Thapar House 25., Brabourne Rd., Calcutta-1 (1) Jai Ratan (Incharge Pubcy. Dept.) (2) Coal, Paper, Textiles, Sugar, Starch, Radios & Electricals, General Engineering, export/import, Spirits (3) Sekai Pvt. Ltd., S. H. Benson India Ltd. (4) —.

Kerala Govt. Ceramics, Kundara, Kerala (1) T. V. Punnoose (Advtg. & Sales Promotion-in-Charge) (2) Porcelain Crockery (3) Efficient Pubcy. Pvt. Ltd. (4) Apr. -Mar.

Khandelwal Manufacturing Corpn. Pvt. Ltd., 2 Rehem, Mansion, 44 Colaba Causeway, Bombay-1 (1) K. K. Khandelwal (Dir.) (2) Building Construction Equipment (3) — (4) Hindu New Year.

Khatau Makanji Spg. & Wvg. Co. Ltd., Laxmi Bldg., Ballard Estate Bombay-1
(1) — (2) Cloth (3) — (4) —.

K. C. P. Ltd., The 38 Mount Rd., Madras-6 (1) V. Raman (Dy. Gen. Mgr.), K. L. Ramgopal (Exec. Assistant) (2) Sugar, Cement & Heavy Machinery & Confectionery (3) Iastris Advtg. Madras, (4) July-June.

Kirloskar Oil Engines Ltd., Elphinstone Rd., Poona-3 (1) M. B. Dhavale (Exec. Inland Sales) (2) High Speed Diesel Engines & Thinwalled Bearings (3) Tom & Bay (Advtg.) Pvt. Ltd. (4) Apr.-Mar.

KLM—Royal Dutch Airlines, 7, Chowringhee Rd., Calcutta (1) M. K. Mirchandani (Miss) (PRO) (2) Air Travel (3) Clarion Advtg. Service Pvt. Ltd. (4) Apr.-Mar.

Kodak Ltd., Kodak House, Dr. D. Naoroji Rd., Bombay-1 (1) W. G. Robinson (Gen. Mgr.) (2) Photographic goods (3) J. Walter Thompson Co. Pvt. Ltd., (4) Nov.-Oct.

Kohinoor Mills Co. Ltd., Killick Bldg., Home St., Bombay-1 (1) — (2) Cloth (3) — (4) —.

Kothari & Sons, Oriental Bldgs., Armenian St., Madras (1) P. Ramachandran (Principal Officer) (2) Fertilizer, Sugar, Coffee, Tea, Cotton Textiles. (3) J. Walter Thompson Co. Pvt. Ltd., (4) Jan.-Dec.

Kusum Engg. Co. Ltd., 25 Swallow Lane, Calcutta-1 (1) Sunil Kumar Ghose (Pubcy. Officer) (2) Machinery (3) Standard Pubcy. Society, The Press & Pubcy. International (4) Apr.-Mar.

Kusum Products Ltd., 8 Brabourne Rd., Calcutta-1, (1) J. R. Mandapaka, (Mktg. Controller) (2) Kusum Vanaspati, Nirmal Refined Oil, Nirmal Barsoap (3) J. Walter Thompson Co. Pvt. Ltd., (4) Apr.-Mar.

Lakme Ltd., Bombay House, Bruce St., Bombay (1) H. P. Randeria (2) Beauty Preparations & Cosmetics, Toilet Preparations, Perfumes and Colognes (3) S. H. Benson (India) Ltd., (4) Apr.-Mar.

Larsen & Toubro Limited, I. C. House, Dougall Rd., Ballard Estate, Bombay-1 (1) Abraham Joseph (Advtg. Mgr.), (Mrs.) R. Rahimtoola (PRO) (2) Machinery & Chemicals (3) J. Walter Thompson Co. Pvt. Ltd., S. H. Benson India Ltd. (4) Apr.-Mar.

Life Insurance Corp. of India, Jamshedji Tata Rd., Bombay-1 (1) Chandrakant M. Desai (PRO) (2) Insurance—Life & General (3) Advtg. & Sales Promotion Co., Clarion Advtg. Services Pvt. Ltd., Efficient Pubcys. Pvt. Ltd., Pratibha Advtg. & Mrs. P. N. Bharucha & Co. (4) Apr.-Mar.

Lipton India Ltd., 9 Weston St., Calcutta-13 (1) S. Vishwanathan (Advtg. Mgr.) (2) Tea (3) Clarion Advtg. Services Pvt. Ltd., (4) Jan.-Dec.

M. M. Khambhatwala, Raipur Akashethkuva's Pole, Ahmedabad-1 (1) R. C. Khambhatwala (PRO) (2) Loma & other hair oils (3) Gujarat Advtg. Agency Pvt., Ltd., Mercantile Pubcy. Service, National Pubcy. Co. (4) —.

M. M. Rubber Co. (P) Ltd., Dhun Bldgs, 175/1, Mount Rd., P.B. No. 3713, Madras-2 (1) Sen Philip (Gen. Sales Mgr.) (2) MM Foam Mattresses, Pillows, Cushions, Bus Seating etc. (3) Ajanta Advertising (4) Apr.-Mar.

M. R. Industries Ltd., Dr. Shirodkar Rd., Parel, Bombay-12 (1) D. D. Lakhnani (Advtg. Mktg. & Sales-in-Charge) (2) Radios (3) National Advtg. Service Pvt. Ltd., (4) Jan.-Dec.

Mafatlal Group of Companies, Mafatlal House, Backbay Reclamation, Bombay-1 (1) Varadaraj A. Adya (2) Textiles, Jute, Dyes & Chemicals (3) LPE—Aiyars, Advtg. & Mktg., Co. Ltd., (4) Jan.-Dec.

Maharana Mills Pvt. Ltd., Porbandar (1) — (2) Cotton & Silk Fabrics (3) Ratan Batra Pvt. Ltd., (4) Jan.-Dec.

Mahindra & Mahindra Ltd., Gateway Bldg., Apollo Bunder, Bombay-1 (1) S. Ramakrishna (PRO), C. K. Sadasiv (Advtg. Exec.) (2) Jeeps, Automotive machinery, (3) Press Syndicate Ltd., (4) Nov.-Oct.

Malik Electric Works, No. 1, Victoria 3rd Cross Rd., Bombay-27 (1) K. U. Naidu (Advtg. Sales & Mktg.-in-Charge) (3) Electrical and Welding equipment (3) B. Dattaram & Co. (4) Apr.-Mar.

Martin Burn Ltd., 12 Mission Row, Calcutta-1 (1) A. G. Gidley (Advt.-in-Charge), R. K. Ghosal, J. Bhattacharya (P. R.-in-Charge) (2) Mechanical, Structural and Electrical Engineers, Ship Builders (3) Clarion Advtg. Services Pvt. Ltd. (4) Aug.-July.

Martin & Harris Ltd., Mercantile Bldgs., Lall Bazar, Calcutta-1 (1) — (2) — (3) — (4) —.

Mercury Paints & Varnishes Ltd., Agar Bazar, Off. Cadell Rd., Dadar, Bombay-28 (1) K. K. Desai (Factory Mgr., Sales & Advtg.-in-Charge) (2) Paints & Varnishes (3) Clarion Advtg. Services Pvt. Ltd., (4) Apr.-Mar.

Metal Box Co. of India Ltd., The, 59C Chowringhee, Calcutta-20 (1) Jishnu Misra (PRO) (2) Metal Containers & Extrusion Flexible Packages, Paper Packages & Industrial Components. (3) J. Walter Thompson Co. Pvt. Ltd., (4) Apr.-Mar.

Metropolitan Trading Co., Apte Estate, Haines Rd., Bombay-10 (1) — (2) — (3) — (4) —.

Mettur Chemical & Industrial Corp. Ltd., The, Mettur Dam R.S., Salem Dist., South India (1) — (2) Heavy Chemicals, Edible Oils (3) The Criterion Pubcy. Pvt. Ltd., (4) Apr.-Mar.

Modella Pvt. Ltd., 4-C Vulcan Insurance Bldg., Veer Nariman Rd., Bombay-1 (1) K. M. Grover (Mg. Dir.) (2) Knitting Wool, Blankets, (3) Everest Advtg. Pvt. Ltd., (4) Apr.-Mar.

Mukand Iron & Steel Works Ltd., Agra Rd., Kurla, Bombay-70 (1) C. M. Shukla (Personnel Mgr.) (2) Steel castings and rolled products (3) S. H. Benson (India) Ltd., (4) Apr.-Mar.

Mulchandani Electrical & Radio Industries Ltd., Sukh Sagar, Sandhurst Bridge, Hughes Rd., Bombay-7 (1) T. R. Mulchandani (Advtg., Mktg. & Sales-in-charge) (2) Radios (3) Aiyars Advtg. & Mktg. (4) Jan.-Dec.

Muller & Phipps (India) Pvt. Ltd., Queen's Mansions, Bastion Rd., Bombay-1 (1) — (2) — (3) — (4) —.

Murarka Engg. Works, 28/37 Najafgarh Rd., New Delhi-15 (1) R. Murti Gupta (Advtg. & P. R.-in-Charge) (2) Laminated Leaf Sprints (3) National Advtg. Service P. Ltd., (4) Diwali to Diwali.

Murphy India Ltd., Dr. Shirodkar Rd., Parel, Bombay-12 (1) D. D. Lakhnapal (Mg. Dir.) (2) Radios (3) National Advtg. Service Pvt. Ltd., (4) Jan.-Dec.

Mysore Iron & Steel Ltd., Bhadravati, (Southern Railway) (1) B. Vixswanath (PRO) (2) Charcoal, Pig Iron, Cast Iron Pipes, Cement, Steel Structures (3) — (4) Apr.-yMar.

Nagpur Orange Growers' Co-operative Assn. Ltd., Motibagh, Nagpur (1) M. V. Phadnis (Advtg. & Sales-in-Charge) (2) Canned Fruits & Vegetables Products (3) Grant Advtg. Inc. (4) July-June.

National Rubber Manufacturers Ltd., Leslie House, Chowringhee, Calcutta-13 (1) D. K. Choudhury (Pubcy. Officer) (2) Industrial & Mechanical Rubber Products (3) Grant Advtg. Inc. (4) Jan.-Dec.

National Small Industries Corporation Ltd., The, 4 Rouse Avenue, New Delhi, (1) M. A. Abichandani (Incharge Secy.) (2) Marketing of Machine Tools, Radio-Valves & Transistors (3) Gayways Publicity Pvt. Ltd. (4) Apr.-Mar.

National Tiles & Industries Pvt. Ltd., 31 Hamam St., Dena Bank House, Bombay-1 (1) V. A. Shah (Advtg. & Sales Promotion Mgr.) (2) Marble Mosaic, Terrazzo, Plain & Non-slippery Cement Tiles (2) Mercantile Pubcy. Service (4) Nov.-Oct.

Nestle's Products India Ltd., Link House, Mathura Rd., New Delhi-1 (1) Protap Roy (Advtg. Mgr.) (2) Coffee, Milk Products (3) J. Walter Thompson Co. Pvt. Ltd. (4) Jan.-Dec.

New India Assurance Co. Ltd., New India Assnc., Bldg., Mahatma Gandhi Rd., Bombay-1 (1) — (2) — (3) — (4) —.

New Shorrock Spg. & Mfg. Co. Ltd.,
Govind Chowk, M. J. Mkt., Bombay-2
(1) — (2) — (3) — (4) —.

Nicholas of India Ltd., 11/12 Haines
Rd., Bombay-18 (1) M. S. Ahluwalia
(Advtg. & Sales Promotion Mgr.) (2)
Medicine (3) S. H. Benson (India) Ltd.,
Grant Advtg. Inc. (4) Apr.-Mar.

Oberoi Intercontinental, Mathura Rd.,
New Delhi-1 (1) Ravi P. Gupta (2)
Hotel (3) J. Walter Thompson & Co.
Pvt. Ltd., (4) —.

Orient General Industries Ltd., Narkel-
danga, Calcutta-11 (1) — (2) —
(3) — (4) —.

The Oriental Metal Industries Pvt. Ltd.,
77, Bow Bazar St., Calcutta-12 (1) —
(2) — (3) — (4) —.

Parle Products Mfg. Co. Pvt. Ltd., Thack-
ersey House, Graham Rd., Ballard Es-
tate, Bombay-1 (1) Kantilal Mohanlal
(Mg. Dir.) (2) Biscuits & Confectionery
(3) Everest Advtg. P. Ltd. (4) Jan.-Dec.

Pfizer Pvt. Ltd., ICICI Bldg., 163
Backbay Reclm., Bombay-1 (1) K. S.
Neelakandan (Mgr. Advtg.) (2) Phar-
maceuticals (3) Grant Advtg. Inc.,
Advtg. Sales Promotion (4) Dec.-Nov.

Phillips Carbons Black Ltd., 'Duncan
House', Calcutta-1 (1) B. G. Vaidya
(2) Carbon Black (3) National Adver-
tising Services Pvt. Ltd., (4) Jan.-Dec.

Phillips India Ltd., H.O. 'Phillips House,
7 Justice Chandra Madhab Rd., Cal-
cutta-20 (1) P. Guha Thakurta, (Pubcy.
Mgr.), K. R. N. Rao (Exec.-Calcutta),
B. S. Iyer (Advtg. Exec., Madras) (2)
Light fittings, Radios, Electrical and
electronic appliances (3) J. Walter
Thompson Co. Pvt. Ltd., (4) May-
Apr.

Pilot Pen Co. (India) Pvt. Ltd., The,
Catholic Centre, Armenian St., Mad-
ras-1 (1) C. Devadoss (Advtg.-in-Charge)
(2) Pens, Pencils, Ink. (3) J. Walter
Thompson Co. Pvt. Ltd., (4) Nov.-
Oct.

Polson Ltd., 65-B, Dockyard Rd.,
Bombay-10 (1) — (2) — (3) —
(4) —.

Power Cables Pvt. Ltd., 24 Brelvi Sayed
Abdulla Rd., Fort, Bombay-1 (1) M. A.
Adalja (PR Mgr.) (2) ACSR & AAC
Conductors, Welding Electrodes, Wires
and Cables, Ferrous Wires etc. (3) J.
Walter Thompson & Co. Pvt. Ltd.,
(4) May-Apr.

Poysha Industrial Co. Ltd., Messant Rd.,
O.P. Tank Rd., Bombay-33 (1) V. K.
Jaitly (Ch.-Exec. Sales) (2) Tin Con-
tainers for Edible Oil, Detergents,
Pharmaceuticals, Chemicals, Petroleum
Products, Paints, Beverages, Food Pro-
ducts, Cosmetics (3) Clarion Advtg.
Services Pvt. Ltd., (4) Apr.-Mar.

Premier Auto Electric Ltd., 69, Tardeo
Rd., Bombay-34, (1) J.M. Wadia (Mktg.
Mgr.) (2) "PRAKASH" Spark Plugs,
Horns, Wire & Cables, Fans, Belts, Wip-
er Arms & Blades, Brush Sets, Sealed
Beams and Bushings (3) Mktg. Advtg.
Assoc. Pvt. Ltd., (4) July-June.

Premier Automobiles Ltd., The, Agra Rd.,
Bombay-70 (1) S. S. Gupte (Pub. Officer)
(2) Cars, Trucks, Auto parts (3) Sista's
Pvt. Ltd., (4) July-June.

Premier Tyres Ltd., 127 Mahatma Gan-
dhi Rd., Bombay-1 (1) Y. H. Kadam
(Pub. Officer) (2) Tyres, Tubes (3) New
India Pubcy. Co., F. D. Stewart Pvt.
Ltd., (4) Apr.-Mar.

Punjab National Bank Ltd., New Delhi
(1) R. C. Avasthi (PRO) (2) Banking
(3) J. Walter Thompson Co. Pvt. Ltd.,
(4) Jan.-Dec.

Rajasthan Heavy Chemicals, Jhotwara
Industrial Area, Jaipur West, (1) Dr.
Sree Gopal Maheshwary (Advtg. Sales &
Mktg.-in-Charge) (2) Heavy Chemicals
(3) —. (4) July-June.

Rallis India Limited, 21 Ravelin St.,
Fort, Bombay-1 (1) A.T. Millar (Pubcy.
Officer) (2) Pharmaceuticals, Commercial
Gelatin & Iodine Fertilizers, Electric
Fans, "Work" Electric Tools, Wattle
Extract (3) S. H. Benson (India) Ltd.,
(4) Sept.-Aug.

Rashtriya Metal Industries Ltd., Andheri
Kurla Rd., P.O. J. B. Nagar, Bombay-
59. (1) — (2) — (3) — (4)
—.

Raunag & Co. Pvt. Ltd., Church Bldg.,

Hauz Qazi, Delhi-6 (1) S. S. Kanwar (Sales & Advtg. Incharge) S. Kartar Singh (Mktg.-in-Charge) (2) Pipe Fitting, Water Meters, Sluice Valves, Audco Valves, Gun Metal Valves & Cocks, Polythene Pipes & Fittings. (3) Prince Studio Advtg. (4) Jan-Dec.

Remington Rand of India Ltd., 3 Council House St., Calcutta-1 (1) A. K. Mukerjee (PRO), T. S. Kapur (Mgr. Sales Promotion & Advtg.) (2) Typewriters and office equipment (3) Grant Advtg. Inc. (4) Apr.-Mar.

Rita Mechanical Works, Ludhiana, (1) Lala Lajpat Rai, Barkat Ram (2) Sewing Machines (3) J. Walter Thompsons & Co. Pvt. Ltd., (4) —.

Roche Products Ltd., 28 Tardeo Rd., Bombay-34 (1) Dr. F. Petitpierre (Sales & Promotion Mgr.) (2) Pharmaceuticals (3) J. Walter Thompson Co. Pvt. Ltd. (4) Jan.-Dec.

S. F. Products India Ltd., 2A, St. George Terrace, Hastings, Calcutta-12 (1) Herbert L. Spooner (Advtg., Mktg. & Sales-in-Charge) (2) Air Handling equipment (3) Aiyers Advtg. & Mktg. (4) Jan.-Dec.

Sahasayee Industries Ltd., Vadudar, South Arcot Dist., S. India. (1) — (2) — (3) — (4) —.

Sahu Jain Ltd., 11, Clive Row, Calcutta-1 (1) Anal Chaudhuri (Pubcy. Asst.) (2) Cement, Paper and Board, Jute Goods, Chemicals & Fertilizers, Vanspati, Plywood, Asbestos Cement Products and Vulcanized Fibre and general National Purpose advertisement. (3) India Publicity Co. Ltd., (4) Apr.-Mar.

Sathe Biscuit & Chocolate Co. Ltd., Bhawani Peth, Poona-2 (1) N. R. Sathe (Dir.) (2) Biscuits, Cocoa, Chocolates and Allied Products. (3) Hero's Pubcy. Service. Bombay-1 (4) Apr.-Mar.

Scandinavian Airlines System, Wavell House, Graham Rd., Ballard Estate, Bombay-1, (1) P. P. Singh, (Sales Mgr.) Calcutta (2) Air Travel (3) National Advertising Service, (4) Jan.-Dec.

Sen-Raleigh Ltd., Mercantile Bldg., Lalbazar St., Calcutta-1 (1) S. N. Das-

gupta, (Pubcy. & PRO) (2) Bicycles, Union components, Wittkop and Brooks Saddle, Sturmey-Archer Freewheel (3) Clarion Advtg. Services Pvt. Ltd. (4) Apr.-Mar.

Seshasayee Paper and Board Ltd., Palipalayam, Salem Dist. S. India (1) — (2) — (3) — (4) —.

Shalimar Paints Ltd., 13 Camac St., Calcutta-16 (1) H. E. Loader (Acting Advtg. Mgr.) (2) Paints, Colour & Varnishes (3) J. Walter Thompson Co. Pvt. Ltd. (4) Jan.-Dec.

Shalimar Tar Products (1935) Ltd., 6 Lyons Range, Calcutta-1 (1) Z. H. Khan (Pubcy. & PRO) (2) Water-proofing Tars, Naphthelene, Prestressed concrete etc. (3) J. Walter Thompson Co. Pvt. Ltd., (4) July-June.

Shree Ram Mills Ltd., Fergusson Rd., Lower Parel, Bombay-13 (1) M. M. Shah & B. C. Shah (2) Textiles (3) S. H. Benson Co. India Ltd. (4) —.

Shri Dinesh Mills Ltd. Padra Rd., Baroda (1) S. G. K. Shetty (Advtg. Mktg. & Sales-in-Charge) (2) Woolen Fabrics (3) B. Dattaram & Co. (4) Apr.-Mar.

Shubh Machinery Corp. Pvt. Ltd., 15 Bank St., Bombay-1 (1) — (2) Machine tools (3) Ind Advtg. Agency (4) Jan.-Dec.

Sirsilk Ltd., Sirpur Kaghazanagar, (A.P.) (1) — (2) Chemicals, Yarn Fabrics & (3) Advtg. & Sales Promotion., Press & Pubcy. Syndicate (4) Oct.-Sep.

Smith Kline & French (India) Ltd., 25-31, Rope Walk Lane, Bombay-1 (1) James Pancras (Advtg. & Mktg. Services-in-Charge) (3) Medical, Veterinary & Proprietary Products (3) S. H. Benson (India) Ltd., New India Pubcy. (4) Dec.-Nov.

Standard Batteries Ltd., Vakola, Bombay-55 (1) — (2) — (3) — (4) —.

Standard Mills Co. Ltd., Krishna Chowk, M. J. Market, Bombay-2 (1) — (2) — (3) — (4) —.

Standard Motor Products of India Ltd. 29 Mount Rd., Madras-2 (1) V. Viswa-

nathan (2) Automobiles (3) S. H. Benson (India) Ltd., F. D. Stewart Pvt. Ltd., for South India, (4) Jan.-Dec.

Tata Fison Ltd., Bombay House, Bruce St., Bombay-1 (1) — (2) — (3) — (4) —.

Standard Rolling Shutters & Engg. Works Pvt. Ltd. 101 Mahatma Gandhi Rd., Bombay-1 (1) G. M. Mehta (Advtg.-in-Charge) (2) Rolling Shutters, Doors, Ventilated Rolling Grills (3) Everest Advtg. Pvt. Ltd. (4) Jan.-Dec.

Tata Industries Pvt. Ltd., Bombay House, Bruce St., Bombay-1 (1) F. S. Mulla (Ch. PRO) (2) Institutional (3) J. Walter Thompson Co. Pvt. Ltd., (4) Jan.-Dec.

State Trading Corpn. of India Ltd., Express Bldg., 9 & 10 Mathura Rd. New Delhi-1 (1) V. N. Singh (PRO) (2) Commodities exported & imported by S.T.C. (3) Asian Advtg. (4) Apr.-Mar.

Tata Iron & Steel Co. Ltd., 23-B, Netaji Subhas Rd., Calcutta-1 (1) — (2) — (3) — (4) —.

Stewarts & Lloyds of India Pvt. Ltd., 41, Chowringhee Rd., Calcutta-16 (1) T. D. Maunder (2) Structures & Pipe-work (3) National Advertising Service Pvt. Ltd., (4) Oct.-Sept.

Tata Oil Mills Co. Ltd., The, Bombay House, Bruce St., Bombay-1 (1) H. Malaney (Mktg. Mgr.), S. M. Fitter (Promotion Mgr.) (2) Soaps, Edible Oils, Toilet Products (3) S. H. Benson India Ltd. (4) Clarion Advtg. Services Pvt. Ltd. (4) Apr.-Mar.

Supreme Industries Ltd., Wadala Bombay-31 (1) K. K. Mody (Dir., K. V. Shetty (Administrative Officer—PR) (2) Specialised Plastics (3) Hindusthan Agencies (4) Apr.-Mar.

Tayabi Bucket Factory, 174-178 Janjekar St., Bombay-3 (1) Firoz Saifuddin Baldiwala (Sales, Advt.-in-Charge) (2) Buckets, Water Tanks, and House hold equipment (3) Ratan Batra Pvt. Ltd. (4) Jan.-Dec.

T. I. Cycles of India, 11/12, North Beach Rd., Madras-1. (1) Markand Desai (Pubcy. & PRO) (2) Bicycles & Cycle-Components (3) J. Walter Thompson Co. Pvt. Ltd., (4) Aug.-July.

Trans World Airlines Inc., Taj Mahal Hotel, Bombay-1 (1) W. Duane Fulton (Dir Sales), Gopal Punjabi (PR Mgr.) (2) Air Travel (3) Grant Advertising Inc. (4) Jan.-Dec.

T. I. Diamond Chain Ltd., 11/12, North Beach Rd., Madras-1 (1) Markand Desai (Pubcy. & PRO) (2) Cycle Chains and Industrial Roller Chains (3) F. D. Stewart Pvt Ltd., (4) Aug.-July.

Tubes Investments of India Ltd., 11/12, North Beach Rd., Madras-1 (1) Markand Desai (Pubcy. & PRO) (2) Bicycles, Cycle Components, Cycle Saddles, ERW Steel Tubes, Cycle and Industrial Roller Chains and Dynamo Lamp sets (3) J. Walter Thompson Co., Pvt. Ltd., & F. D. Stewart Pvt. Ltd., (4) Aug.-July.

T. I. Miller Ltd., 11/12 North Beach Rd., Madras-1 (1) Markand Desai (Pubcy. PRO) (2) Dynamo Lamps (3) F. D. Stewart Pvt. Ltd., (4) Aug.-July.

Tube Products of India, 11/12, North Beach Rd., Madras-1 (1) Markand Desai (Pubcy. & PRO) (2) Bicycles & Cycle Components, (3) J. Walter Thompson Co. Pvt. Ltd., (4) Aug.-July.

Tata Chemicals Limited, Bombay House, Bruce St., Fort, Bombay-1; (1) A. K. Banerjee (Secy. & Ch. Exec. Officer) (2) Institutional & Prestige Advertising (3) Clarion McCann Advtg. Services Ltd. (4) July-June.

Union Carbide India Ltd., Ilaco House, 1 & 3 Brabourne Rd., Calcutta-1 (1) Dr. Pramod Vyas (Advtg. & PR Mgr.) (2) Torches, Batteries, Cells, Polyethylene products of Plastics & Chemicals. (3) J. Walter Thompson Co. Pvt. Ltd. (4) Jan.-Dec.

Tata Engg. & Locomotive Co. Ltd., Bombay House, 24 Bruce St., Bombay-1 (1) B. S. Savur (Pubcy. Officer) (2) Diesel Truck & Bus Chasis, Excavators, Industrial Shunters, Steam Locomotive; (3) Mktg. Advtg. Associates Pvt. Ltd., Everest Advtg. Pvt. Ltd. (4) Apr.-Mar.

Vanasapati Manufacturers' Association of India, 5th Floor, India House, Fort St.,

Bombay-1 (i) K. V. Dharan (Sr. PRO)
(2) Vanaspati Ghee (3) J. Walter Thompson Co. Pvt. Ltd., (4) Apr.-Mar.

Vick Products Inc., Queens' Mansion,
Bastion Rd., Bombay-1 (1) — (2)
— (3) — (4) —.

Vicco Laboratories Jayendra Mahal,
Dadar T. T., Bombay-14 (1) Jayant K.
Pendharkar (Pub. Mgr.) Gajanan Keshav
Pendharkar (P.R.-in-Charge) (2) Tooth-
paste and Tiolet Products (3) The
Gujarat Advtg. Agency Pvt. Ltd. (4)
Apr.-Mar.

Vinar Ltd., 2A Theatre Rd., Calcutta-16
(1) P. G. Ramachandran (2) Himalux
Refrigerators, Vinar Fabris, (3) J.
Walter Thompson Co. P. Ltd. (4) —.

Vishwa Bharati Trading Co., 45, Mint
Rd., Fort, Bombay-1 (1) A. A. Dave
(Advtg.-in-Charge) (2) Welding, Solder-
ing, Metal-Spraying Equipments (3)
New India Pubcy. Co. (4) Apr.-Mar.

Voltas Limited, 19, Graham Rd., Bal-
lard Estate, Bombay-1 (1) P. R. Menon
(Pubcy. & PR Mgr.), H. T. Katra
(Advtg.-in-Charge) (2) Air Conditioning
& Refrigeration, Electrical, Textile,
Mechanical, Agricultural, Earthmoving
& Mining Equipment as well as Machine
Tools, Chemicals & Pharmaceutical
Products (3) J. Walter Thompson Co.
Pvt. Ltd., S. H. Benson (India) Ltd.,
Everest Advtg. Pvt. Ltd., Mktg. Advtg.
Associates (4) Sep.-Aug.

Warner-Hindustan Limited, Sevoy Cham-
bers, Wallace St., Bombay-1 (1) C. V.

Subramaniam (Advtg. Exec.) (2) Phara-
maceuticals (3) J. Walter Thompson
Co. Ltd., Mktg. Advtg. Associates Pvt.
Ltd., (4) Jan.-Dec.

Warner-Lambert Pharmaceutical Co., Se-
voy Chambers, Wallace St., Bombay-1
(1) C. V. Subramaniam (Advtg. Exec.)
(2) Pharmaceuticals (3) J. Walter Thomp-
son Co. Ltd., Mktg. Advtg. Associates
Pvt. Ltd. (4) Jan.-Dec.

West Coast Paper Mills Ltd., The
Shreeniwas House, Waudby Rd., Bom-
bay-1 (1) N. K. Somani (Sr. Exec. &
Constituted Attorney (2) Paper (3) Shiipi
Advtg. Ltd., (4) July-June.

Western Mechanical Industries Pvt.
Ltd., Industry Manor, P.O. Box No.
7002, Bombay-28 (1) Mithoo D. Shah-
aney (Pub. Officer) (2) Material Handling
Equipment, Cranes, Construction Ma-
chinery (3) Hero's Pubcy. Service (4)
Apr.-Mar.

Wilson & Co. Pvt. Ltd., 150A-2, Mount
Rd., Madras-2 (1) J. V. Eva, (Mg. Dir.)
(2) News Inks, Printing Inks, Lubricat-
ing Oils, Machinery & Electrical Goods,
Building & Decorating, Shipping &
Clearing & Forwarding, Lloyds Agents
(3) — (4) Oct.-Sept.

Wright Saddles of India, 11/12, North
Beach Rd., Madras-1 (1) Markand
Desai (Pubcy. & PRO), (2) Cycle Sad-
dles (3) J. Walter Thompson Co. Pvt.
Ltd., (4) Aug-July.

W. R. Stoessel & Co., 63 New Marine
Lines, Bombay-1 (1) — (2) —
(3) — (4) —.

When you step into Orissa

You need comfort

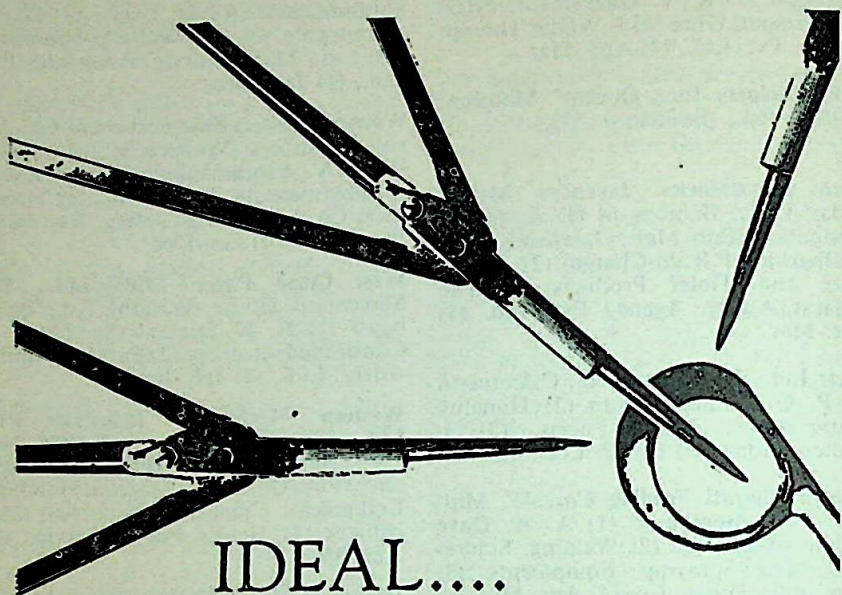
For furnishing your residence and office:

ORISSA WOOD PRODUCTS LTD.,

C-3, Industrial Estate,

CUTTACK-3.

Telephone : 1141.



IDEAL.... ACHIEVEMENT

Ideas can become ideals to be accepted in regular practice. One way is by adopting high standards of conduct in business, but more important are the ideas that one produces—not only of set purpose but by feeling through a subject that is of interest particularly to others. The idea has to take shape and start. Sharp minds are invariably applied to the use of materials and methods. Those who have to work for others are not total altruists. But it pays to preserve a helpful and alert attitude at all times—just to keep everyone going.

Advertising is now a very practical art. Devotion to the ideals of the art is prescribed by the conditions of competition. What we have been able to achieve so far has given us a position worth keeping.

F. D. STEWART
PRIVATE LTD.

Calcutta — Kanpur — Madras — Bombay

Advertising Agencies and Their Clients

(In the list given below, Agencies Accredited to the I.E.N.S. have only been included.)

ADCENTER Kitab Mahal, Dr. Dadabhoj Naoroji Rd., Bombay-1; Phone 265439.

Ch. Exec. P. L. Diwan.

ADARTS ADVERTISING 16, Mangore Lane, Calcutta-1; Phones 23-9088 & 23-9275.

Mg. Prop., P. J. Ghose; **Acct. Exec.** Dibyendu Palit & K. Ghose.

Branch

New Delhi: 45, South Extension Part I; 3;

Ch. Exec. P. J. Ghose (Jr.).

Clients

Arya Refrigeration, Babcock & Wilcox U.S.A., Bindawala Industrial Corpn., Construction Machinery Corpn., Dandakaranya Industrial Corpn., Eastern Rly., Ghanashyam Engg. Products, Hein Lehmann (India), Indian Steel Co., Indo Engg. Works, K. K. Roy & Co., Kuljian Corpn. (India), MWK International Inc., Mallalloy, Northern Rly., Pyramid Steel Products Ltd., South Eastern Rly., Tata-Johnson, Western India Erectors.

ADVERTISING AGENCY, THE Peerbhoy Bldg., 89 Princess Street, Bombay-2 (BR); Phone 38562.

Prop. Keshavlal R. Zaveri; **Ch. Exec.** Vipin K. Zaveri; **Media Dept.,** R. K. Zaveri (Miss); **Mgr.** V. K. Zaveri.

Clients

Beliram & Sons, Bhogilal Premchand & Co., Deepak Industries (part), Godrej

& Boyce Mfg. Co., Godrej Soaps (part), Indian Roadways Corpn., Indo-Iran Industries (India), Kalyan, Kantilal Chhotalal & Co., Kashyap Automobiles, Kashyap Chemical Industries, M. G. Electrical Works, M. H. Javerian & Co., Mira Umbrella Mart, Modern Packagings, Nu-Kem Corpn., Road Transport Corpn., Royal Western India Turf Club, Semalani & Co., Swastik Chemicals Corpn, Tatanagar Transport, Corpn. Variety Cloth Stores, Vassa Watch Co.

ADVERTISING CORPORATION OF INDIA PVT. LTD., THE 1 & 2 Old Court House Corner, National Tobacco Bldg., Calcutta-1; Grams: ADCORIND; Phone 22-4861.

Dirs. J.R. Jacob, N. B. Elias, B. V. Jacob, B. N. Elias;

Mgr. Kaushik Mitra; **Acct. Exec.** A. Sen.

Clients

Alpine Dairy, Eastern Bank, India Hobby Centre, Industrial Plastics, K. S. Aiyar's College, National Laminators, National Tobacco Co., Oriental Electricals & Engg. Co., Steels Worth.

ADVERTISING & SALES PROMOTION CO. P-35, India Exchange Place, Calcutta-1; Grams: SALEPROM; Phones 22-4708-9.

Gen. Mgr. A. T. J. Kurian; **Acct. Execs.** P. J. Roy, S. K. Das Gupta, A. Ghatak, G. S. Gupta, Jack Dantes, R. K. Kabra, N. Sinha, U. K. Sharan & H. N. Dutt; **Media Mgr.** C. A. Knight.

Branches

Bombay: Vaswani Mansions, Dinsha Vachha Road, -1; Grams: SALESAID; Phones 245482/245839.

Mgr. S. da Cunha; Acct. Execs. Usha Katrak (Mrs.), K. Kurein, L. G. Jani, Sham Kapoor, Mohan Pai, Shyam Benegal, A. K. Bose, V. K. Nayak; Media Mgr. S. V. Krishnan.

New Delhi: United Commercial Bank Bldg., Parliament Street, -1; Phones 43541 & 44984.

Mgr. J. N. Chatterjee; Acct. Exec. S. Das Gupta.

Bangalore: No. 22, Brunton Rd., -25; Grams: ADSALES; Phone 72743.

Mgr. Kankalil; Acct. Exec. Cherian Fenn.

Clients

Calcutta: Air Conditioning Corpn., Engineering Export Promotion Council, Hindusthan Motors, Hindustan Gas & Industries, Heavy Engineering Corpn. India Linoleums, Indian Sugar Mills Association, Jay Shree Tea & Industries, Java Bangal Line, Kesoram Rayon, Kesoram Spun Pipes & Foundries, C. & E. Morton Orient Paper Mills, Orient General Industries, Orient Steel & Wire Industries, Sirsilk, Sirpur Paper Mills, Tims Products, United Commercial Bank, Usha Martin Black, Woodcrafts, Assam.

Bombay: Berar Oil Industries, Burmah-Shell Oil Storage & Distributing Co., Finlay Group of Mills, Geoffrey Manners, Hyderabad Allwyn Metal Works, Indian Tool Manufacturers, Kaira District Cooperative Milk Producers Union, L.I.C., Tungabhadra Industries, Union Bank of India.

Delhi: Allahabad Canning Co., Amrit Vanaspati Co., Celanese International Corpn., Janpath Hotel, L.I.C., Sports Goods Export Promotion Council, Sahib Singh, York India.

Bangalore: Coir Board, Hindustan Machine Tools, Hyderabad Asbestos Cement Wks., I.T.I., Kirloskar Electric Co., Motor Industries Co. Marine Products Export Promotion Council.

ADVERTS PVT. LTD. Syndicate Bank Bldg., Sir P. M. Road, Bombay; Grams: STREVEDA; Phone 263374.

Dir. N. P. Boyce (Mrs.).

Clients

Anant Engg. Co., Atherton G. & Co., Bhopal Sugar Industries, Choonilal Foundry & Engg. Co., Framjee & Son, Great Eastern Shipping Co., Hamilton Industries, Kian Gwan Co., Mehta's Parkeen Brothers Somani & Co., South India Insurance Co., Super Services.

AJANTA ADVERTISING Lakshmi Bldg., Sir P. M. Rd., Bombay-1; Grams: ADCOUNSEL; Phones 263343-4:

Ch. Exec. Jacob Varughese; Execs. P. Jacob, B. H. Mehta, S. D. Gadani, E. Fonseca, C. Mulyil (Miss), S. Parekh (Miss), M. P. Patravali, G. S. Fernando & R. Sathiamurthi.

Branches

Calcutta: 24-B, Park Street; Grams: ADINFER 'P'; Phone 444435.

Madras: 35-Mount Rd.; Grams: ADINFER; Phone 85317.

Clients

Bombay: Alco Insurance Co., Amiruddin Shalebhoy Tyebjee & Son., Armstrong Smith, Asian Cables Corpn., Asian Distributors, Associated Journals, Automotive Manufacturers, Balmer Lawrie & Co., Belapur Co, Binani Machinery Corpn., British India Corpn., Bharat Textile Industries, Calama Industries, Cementation Co., Central India Machinery Mfg. Co., Chemed Laboratories, Claridge G & Co., Darragh Smail & Co., David Brown Greaves, Deposit Insurance Corpn., Duke & Sons, Electro Equipments Corpn., Eros Foundry Wks., Forbes Forbes Campbell & Co., General Pigment & Chemical Co., Ghatge & Patil, Govindram Bros. Greaves Cotton, Greaves Cotton & Crompton Parkinson, Greaves Foseco, Hindustan Electric, Iacon, India General Trading Co., Indian Plastics, Iran National Airlines Corpn., Island Seafoods, J. N. Marshall, Janmabhoomi Group of Newspapers, John Baker & Sons, John Fleming & Co., Kedia Bros., Khemka & Co., Killick Caribonum, Killick Industries, Killick, Nixon & Co., Leela Scottish Lace Co., Marshall Sons & Co., Mather & Platt, Michael & Co., Morris & Brady, Nirlon Synthetic Fibres & Chemicals, Pest Control, Pfizer, Premier Lighting Industries, Pressure Cookers & Appliances, Ramon.

& Demm, Rashtriya Metal Industries, Reunion Engg., Rotary Club of India, Ruston & Hornsby, Sandoz, Sanitex Chemical Industries, Spirax Marshall, Snowcem India, Sorabjee & Co. Textile Supplies Syndicate, Vickers W. H. Brady & Co., William Jacks & Co.

Calcutta: Armstrong Smith, Ashoka Corpn., Atlas Works, Belrex India, Bungo Steel Furniture, Chatterjee & Polk, Continental Agencies, Davidson of India, Dolphin Laboratories, Dominion Rubber Co., Ferrosite Co., Greaves Cotton, Head Wrightson India, Heatly & Gresham, Hoare & Miller, Machine Tools India, Paharpur Timbers, Pyramid Steel Product, United Steel Cos.

Madras: Amco Engg. Corpn., Consulate of the Federal Republic of Germany, Deccan Tyre Retreading Co., Downigton & Parswhit, Excel Engg. Gears India, Greaves Cotton, M. M. Rubber Co., Model Industries, Mysore Tyres, Orient Cosmetics, Right Aids, T. T. Krishnamachari & Co., Time Aids, Ultramarine & Pigment, Waterman's—Pens & Inks.

ALPHA ADVERTISING SERVICE 5/2,
Garstin Place, Calcutta-1.

Ch. Exec. Satchidananda Misra; Acct. Execs. S. Misra, D. Roy, Sanjay Misra, A. Chatterjee; Media Dept. S. Pakrashi.

Clients

Allied Distributors, Allied Electrical Corpn., Belrex India, Bengal Lamp, Bharatia Commercial Co., Bharat Batter Mfg. Co., Birkmyre Bros., Biyani & Sons, Central Road Transport Corpn., Chinoy Chablani & Co., Dazzle Products, Electrical Industries Corpn., Eastern Rly., (part), F. Harley & Co., Fort William Co., Frank Rose & Co., Govt. of West Bengal (part), Hoyle's Paints, Indian, Capacitors, India Machinery Co., India Steamship Co., Industrial Gases, J.B. Norton & Sons., J.K. Group of Industries, J. Sur & Co., James Lord & Sons, Jay Engg. Works, Lauro Lines, Lloyd Bitumen Products, Mohendra Lal Dutt & Sons., National Instruments, P. C. Chanda & Co., R. Sen & Co., Raymon Engg. Works, Robsan & Co., Sett Bakeries, South Eastern Rly. (part), Telerad Radio (Associated Electronics), Victory Engg. Works.

RATAN BATRA

PRIVATE LIMITED

Established : 1936

CONTACT
AND SERVICE DEPARTMENTS
9, Waudby Road

REGISTERED OFFICE
Ilaco House, Sir Phirozeshah Mehta Road
POST BOX NO. 1447, BOMBAY - 1
Telephone : 262747
Telegrams : RATANAD,

APEX ADVERTISING, THE Bisni Bldg., 11, Nanabhai Lane, 371 Dada-bhoy Naoraji Rd., Bombay-1; Grams: APEXART; Phone 254742.

Ch. Execs. M. R. Zaveri, N. M. Zaveri.

ARUNA & CO. Nawaz Manson Annexe, 37-B/1, Mount Rd., Madras-2; Grams: ARUNDAS; Phone 85070.

Ch. Exec. V. R. Arunachalam.

ASIAN ADVERTISING H-35 Con-naught Circus, New Delhi-1; Grams: ADASIAN; Phones 44594, 45334.

Ch. Exec. O. P. Vohra; Acct. Execs. Nau Nihal Singh (Mrs.), Bhullar (Mrs.), N. M. Batra (Mrs.), U. Soota (Miss), U. Khanna (Miss).

Clients

American Express, Bharat Electrical (Sales), Daurala Confectionery Works, Electronics, Escorts (part), Essma Woollen Mills, German Remedies, ISI, International Wool Sect. (part), Jwala Flour Mills, Kirloskar Oil Engines, Leptit Ranbaxy Laboratories, Metals Trading Corpn., Midlands Fruit & Vegetable Products, Minerals and Metal Trading Corpn., Nandi Provinder Mills, O.C.M., Pandit Bros., Radiola Corpn., Rampur Distillery Chemicals, Sahib Singh Mfg. Co., S. P. Virmani & Sons, S.T.C., Usha Refrigeration Industries.

S. H. BENSON (INDIA) LTD. Steel-crete House, Dinsha Wachha Road, Bombay-1; Grams: VITAL; Phone 245124.

Mg. Dir., D. G. Bell; Dir. P. S. Sarma; Acct. Execs. A. M. Ibrahim, D. S. Freitas, M. C. Brown, B. Bharucha (Miss), F. Simoes, M. L. Sadarangani, Y. Mehta; Research Mgr. K. Parameswaran; Mktg. Mgr. M. G. Duff-Challen (Miss); Art Dir. P. Cardoz; Copy Chief, J. E. Cutrara; Production/Print Mgr. Y. Dayal Media Mgr. P. K. Nair.

Branches

Calcutta: Govind Bhawan, 2 Brabourne Road; Grams: VITAL; Phone 228523.

Dir. P. L. Palmer; Acct. Exec. H. N. Mukherjee; Media Mgr. C. R. M. Swamy;

Madras: 3/18 Mount Road; Grams: VITAL; Phone 83641.

Gen. Mgr. S. R. Ayer; Acct. Exec. K. R. Subramanyam.

New Delhi: Vohra House, 1/25 Asaf Ali Road; Grams: VITAL; Phone 271241.

Rep. S. Mullick.

Clients (as on Jan. 1, 1965).

Bombay: Allied Photographics, Batlibol & Co., British Drug Houses, BOAC, Burmah-Shell, Burroughs Wellcome & Co., Bhor Industries, Bipin Group of Enterprises, Cadbury-Fry, Chippendale, Corn Products, Crookes Interfran, Dhootapapeshwar Industries, East African Airways, Emedia Export Co., Estrela Batteries, Formica India, C. E. Fullford (India), Garden Silk Weaving Factory, Godfrey, Phillips, Greaves Cotton & Crompton Parkinson (part), Glaxo Laboratories, Hickson & Dadajee, Herbertsons (part), Hindustan Ferodo, Indian Banks Assn., Indian Hotels Co., International Correspondence Schools, International Wool Secretariat, Kamdar, Kamani Bros., Kuwait Airways Corpn., Lakme, Larson & Toubro (part), D. Macropolo, McLeod & Co., Mukand Iron & Steel Works, Mysore Kirloskar, Parke Davis (part), Phoenix Mills, Rallis India, Raymond Woollen Mills, Siemens Engg. & Mfg. Co., Shree Ram Mills, Silk & Rayon Textiles, Export Promotion Council, Smith, Kline & French, Tata-Finlay, Tata Oil Mills Co., The Tata Mills, Utkal Machinery, Vakil & Sons., Voltas (part).

Calcutta: Associated British Machine Tool Makers, Avery Co., Bell's Asbestos & Engg., Bird & Co., Braithwaite & Co., Brooke Bond India, Dunlop Rubber (part), Ensign India, Fritz & Singh, Hindustan General Electrical Corpn., Jardine Henderson (part), Jensen & Nicholson, John Tompson, London Varnish & Enamel, Lufthansa German Airlines, National & Grindlays Bank, Oberoi Hotels, Remington Rand, Shaw Wallace, Tata Johnson, Thapar & Bros. K. C., USIS.

Madras: Anand Water Meter, Bharat Plywood & Timber Products, Binny & Co., Corborundum Universal, Dollar

Co., Farnham, Cockill, G.E.C., Gordon Woodroffe & Co., Harvey, A & F, Indian Textile Paper Tube, Madura Mills, Punalur Paper Mills, Kothari & Sons., Kirloskar Electric Co. (part), Needle Industries, Oldham & Son, Parry & Co., Petson Industries Shaw Wallace & Co., Spencer & Co., Standard Motors Group, Upper India Trading Group.

Delhi: Air France, Central Cottage Industries Emporium, Danton Shorthand School, Hicks Thermometers, Hindustan Embroidery Mills, Hindustan Industrial Corpn., Jagatjit Distilling & Allied Industries, Orient Express Co., R. C. Abrol, Technico Machines, USIS (Patrika Syndicate).

BHARUCHA & Co., Mrs. P. N. Central Bank Bldg., Mahatma Gandhi Road, Bombay-1; Phone 253446.

Proprietress Mrs. P. N. Bharucha; Mgr. Exec. P. S. V. Jelam.

BONNAIRE & CO., (PVT.) LTD. Publicity Specialists, I.B., Ashutosh Mukerjee Rd., Calcutta-20; Phone 47-3142.

Ch. Exec. T. S. N. Iyer.

CALCUTTA NEW INDIA PUBLICITY 2-B Scott Lane, Calcutta-9; Phone 344567.

Ch. Exec. S. N. Nandy; Mgr. S. N. Roy; Media Mgr. B. K. Haldar.

Clients

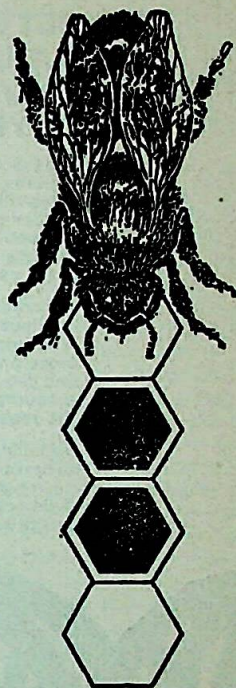
Bakla Oushadhalaya, Bharatiya Ayurved Research, Evergood Tea Co., G. D. Pharmaceuticals, J. N. Dutta & Sons, Kaviraj S. C. Sarma & Sons, M. L. Bose & Co., N. Banerjee, Padma Stores, Perfumer.

CENTRAL PUBLICITY SERVICE, 161/1 Mahatma Gandhi Rd., Calcutta-7; Grams: CENTPUBLS; Phones 335508, 338082.

Ch. Exec. J. Prasad.

Clients

Air Carrying Corp., Ashok Paper Mills, D. Coomer & Co., Economic Transport Organisation, Free India Watch Co., Hari Singh & Sons., India Machinery Stores, Intercontinen-



*While Honey lies in Every Flower,
no doubt,
It takes a Bee to get the Honey out.*

B. Dattaram & Co.

Creative Advertising Service

Readymoney Mansion, Vir Nariman Road, BOMBAY 1

Branch at: Bank of India Building, 10, Kempegowda Road, Bangalore-9.

Grams: HONEYBEE Telephone: 252152

Associates at:

LONDON FRANKFURT PARIS CAIRO TOKYO
RANGOON SINGAPORE BANGKOK HONGKONG

BUILDING BRIDGE BETWEEN MAKER AND BUYER

The function of an Advertising Agency is to communicate the usefulness or desirability of a product or a service from the mind of its maker into the mind of the user.

Advertising Agency has also developed methods of measuring public reactions to those products and services and help business mould those products and services to meet the requirements of the public

To build up relationship between business and the buying public the Advertising Agency has become a bridge between the two.



As specialists in advertising and marketing we are in a position to advise, plan and execute a programme of advertising and marketing which will familiarize your name and product among the buying public.

We would be glad to discuss with you about putting our skill behind your product or service.

**INDIA PUBLICITY
COMPANY LTD.**

18-B, Brabourne Road
Calcutta

Phone : 22-1418

tal Trading Corp., Jusla Fruit Drinks, Co., Khemchand Rajkumar, Lolit Mohan Roy & Sons, Maneklal & Sons (Cal.), Pioneer Watch Co., Pradip Lamp Works, Prag Ice & Oil Mills, Shree Baidyanath Ayurved Bhavan, Shree Hanuman Jute Mills, Shree Krishna Rubber Works, Spence, Swiss Trading Corp., Thakur Paper Mills.

CLARION-McCANN ADVERTISING SERVICES LTD. 5, Council House Street, Calcutta-1; Grams: CLARADS; Phone 235773.

Chairman Sir Dhiren Mitra; Vice-Chairman Satyajit Ray; Mg. Dir. S.N. Banerjee; Dirs. S. Sen., Subrata Sen Gupta, Tara Sinha (Mrs.), S. N. Misra, H. Dass, A. Sarmento, Phipps L. Rasmussen; Operational Controller H. Chakravarty; Ch. Exec. Admn. A. Walker; Acct. Execs. Subrata Banerjee, S. Chakravarty, M. Banerjee, V. A. Lakshminarayan, D. Ghosh.; Media Mgr. C. H. Bose.

Branches

Bombay: Advent Bldg., 12-A, Foreshore Road,-1; Grams: ADSCLARION; Phone 213987.

Dirs. S. Sen, Tara Sinha (Mrs.); Res. Dir. H. A. Kharas; Acct. Exces. Manu Desai, A. Mukerjee, S. Lal, Pravin Desai; Copy Writer O. D'Souza; Media Mgr. N. N. R. Krishnan.

New Delhi: 1, Jain Mandir Road,-1; Grams: CLARADS; Phone 43762.

Mgr. G. P. Pandit.

Madras: Chordia Mansions, 150A/2, Mount Road,-2; Grams: CLARADS; Phone 82435.

Exec.-in-Charge V. S. Padmanabhan.

Clients

Bombay: Alitalia, Agfa, Bombay Oil Industries, Borosil Glass Wks., Chemicoat, Dodsai, Eagle Vacuum Bottle Mfg. Co., Enamelled Wires, Garden Silk Weaving Factory, Godrej & Boyce, Geoffrey Manners, Indian Organic Chemicals, Indmag, Kesangas Co., Kaira District Co-op. Milk Producers Union L.I.C., Merck Sharp & Dohme, Mercury Paints & Varnishes, Motwane,

Nandlal Koppers, National Rayon Corp., New India Industries, Newrojee Wadis & Sons, N. Sirur & Co., Poysha Industrial, Silk & Art Silk Mills Asscn., Shri Ambica Mills, State Bank of India, Tata Chemicals, Tata Oil Mills, T. T. Krishnamachari & Co., Toyo Rayon, Unit Trust of India, United Wire Ropes, Vazir Sultan Tobacco Co.

Calcutta: Andrew Yule & Co., Atlantis (East), Bengal Coal, Bengal Potteries, Burn & Co., Calcutta Electric Supply Corp., Chloride & Exide Batteries, D. Waldie & Co., Dunlop Rubber, Govt. of West Bengal—Publicity Dept., Gramophone Co., Hooghly Docking & Engineering Co., I.C.I., Imperial Tobacco Co., India Foils, Indian Iron & Steel, India Paper Pulp Co., Indian Standard Wagon, Indian Oxygen, Indian Tube Co., K.L.M., Lipton, Martin Burn, Marshall, Sons & Co., McDowell, M. N. Dastur, Phipson & Co., Port Engineering Wks., Robert Hudson, Sankey Wheels, Saxby & Farmer, Sen-Raleigh, Simon Carves, State Bank of India, Stewart & Lloyds, Tea Board, United Breweries, Vaughan Burn Crane, Wellman Incandescent India, William Jacks & Co.

Delhi: Allied Motors, Ashoka Hotels (part), Coca-Cola, Export Corp., D.C.M., Dass Hitachi, Fertilizer Corp., Hindustan Salts, I.A.C., Indian Refineries, Rani Shaver, Poultry Breeding Farms, Saha & Rai Travels,

Madras: Baliga Lighting Equipment, Elite Engg. Corp., English Electric Co., Hackbridge-Hewitt & Easun, India Forge & Drop Stampings, London Rubber Co., Tobacco Export Promotion Council.

CREATIVE COMMUNICATIONS 15 Piloo Minar, Walton Road, Bombay-1; Phone 213840.

Prop. S. K. Kaul; Acct. Exec. J. D. Mendonsa.

CREATIVE UNIT 117/121, Agra Bldg., Mahatma Gandhi Rd., 2nd Floor, Fort, Bombay-1; Phone: 251692.

Partners N. M. Hira & L. B. Bajaj.

CRITERION PUBLICITY PVT. LTD. 19, Woods Road, Madras-2; Grams: GRAPHADS; Phone 86620.

Mg. Dir., K. G. Lakshminarayanan;
Dir. K. L. Ramdas.

B. DATTARAM & CO. Readymoney
Mansion, 43, Veer Nirman Road,
Bombay-1; Grams: HONEYBEE;
Phone 252152.

Ch. Exec. T. S. Raman; Gen. Mgr. &
Art Dir. Madhavan Eriyat; Mgr. C.
Hariharan; Acct. Exec. U. C. G. Menon;
Dept. Heads: Art K. Karmakar; Media
V. Sitaram.

Branch

Bangalore: Bank of India Bldg., 10,
Kempegowda Road,-9.

Mgr. C. R. Rao.

Clients

Akin Laboratories, Alta Laboratories,
Asnew Drums, Blue Angel Apporel, C.
Bhogilal & Co., Chigateri Mills, Chadra
Industries, Cimotec, Chamanlal & Bros.,
Cardboard & Packing (Mysore), Carna-
tic Coffee Co., Shri Dinesh Mills, Dixie
Products, Ec-Haubold & Laxmi, Fuel
Injections, Godavari Sugar Mills, Grand
Bazar, H. F. Higgins, Hindustan Hosiery
Factory, I.A.E.C. (Bombay), Indian
Cotton Mills Federation, International
Clothing Industries, Kerala Spinners,
Koshy's Departmental Stores, Mysore
Electrical Industries, Malik Electric
Works, Paper & Allied Industries,
Pure Products & Madhu Canning,
Tuttonsha Simpson, E. Ruttonsha, RI-
Semikron, Raymond Woollen Mills (Nyl-
lon Socks), Radio & Electricals Mfg.
Co., Steel Age Industries, Somya Or-
gano Chemicals, Sharif Electrical Works,
Shankara Textile Mills, Textile Ap-
pliances & Instruments Co., Thackersey
Group of Mills, Universal Mechanical
Works, United Electrical Industries,
Vidut Equipment Co. Vysya Bank,
Water Supply Specialists.

DAZZAL ADVERTISING Yusuf Bldg.,
Veer Nariman Road., Bombay-1; Phone
254128.

Ch. Exec. & Prop. G. M. Kapadia.

**EASTERNS (ADVERTISING CON-
SULTANTS)** 16/2 Mount Rd., Madras-2;
Grams: SALES DRIVE; Phones 83535,
85327.

EFFICIENT PUBLICITIES PVT. LTD.
19 Woods Road, Madras-2; Grams:
LAYOUTS; Phone 83944.

Jt. Mgrs. Dirs. S. Ramachandran, S.
Ganapathy; Dir. & Secy. S. Krishnan;
Mgr. R. S. Gomathinayagam; Acct.
Execs. M. Ramasubramanian, P. S. Ra-
mamurti.

Branches

Bangalore: 33/5, Infantry Road,-1; Phone
23517.

Mgr. M. J. Raja Ram.

Trivandrum: Old Srikanteswaram Road,
1; Phone 2059,

Mgr. M. Ramamurthy.

Clients

All India Cottonseed Crushers' Assn.,
Armcess Engineers, Associated Radio &
Electricals, A. V. Thomas & Co.,
Best & Co., Bharat Electronics, Cunega,
Century Flour Mills, Davangere Cot-
ton Mills, The East Asiatic Co., Easun
Engg. Co., Eswaran & Sons (Engrs.),

Sound versus Music
Most
advertising
is a lot of sound:
LOUD

*try to make
harmonious music.*

MARKETING ADVERTISING ASSOCIATES PVT. LTD. }

CREATIVE CONCEIT...

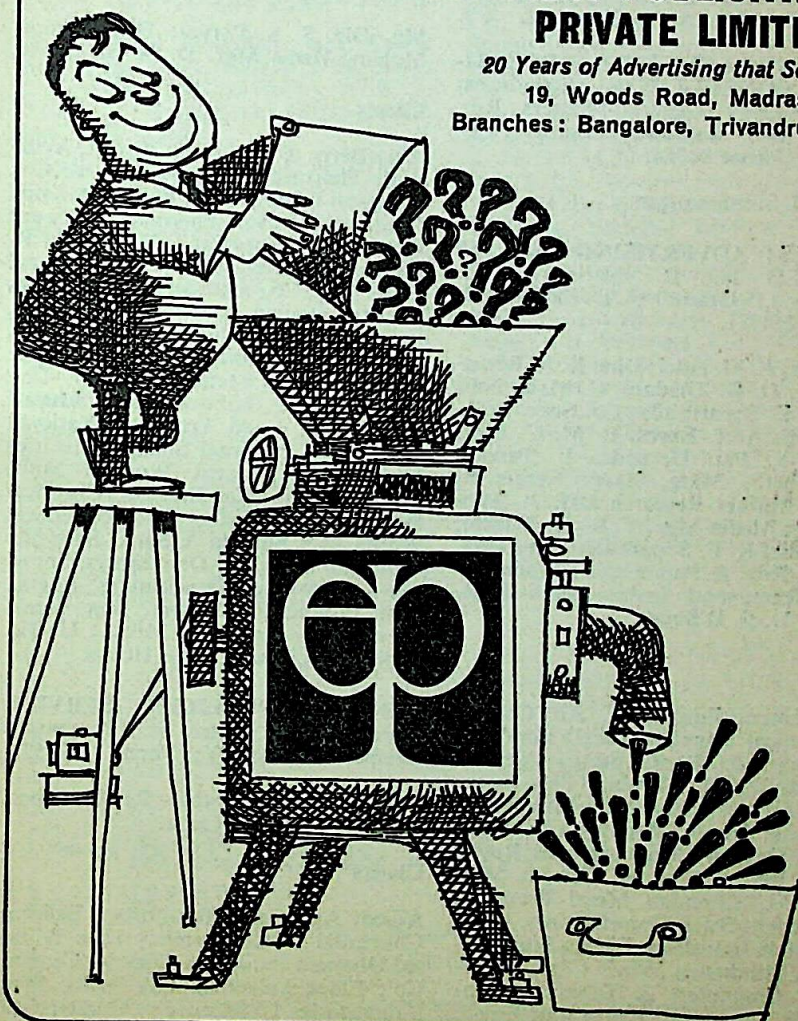
enables us to turn problems into opportunities. Gives us new ideas. New Angles. The best possible approach for your products, your services...in each potential market □ This creative conceit...or policy, if you like...has made us one of the most sought after agencies in South India.

EFFICIENT PUBLICITIES PRIVATE LIMITED

20 Years of Advertising that Sells.

19, Woods Road, Madras-2

Branches: Bangalore, Trivandrum.



Fruitnik Products, Gordon Woodroffe & Co., Hindustan Aeronautics (Bangalore Divn.), Hivelm Industries, Indian Bank, India Leather Corpn., Kerala Ceramics, Kerala Industrial Development Corpn., Kesavardhini Products, Kohinur Confectionery, L.I.C., L.G. Balakrishnan & Bros., Mysore Insecticides Co., Mysore Cements, National Tyre & Rubber Co., Pankaj Soaps & Oil Mills, P. S. G. Industrial Institute, Richardson & Cruddas, Seashore Traders, Seethalakshmi Hall, Stanes Tyre & Rubber Products, State Bank of Travancore, Sundatta Foods & Fibres, Travancore Titanium Products, Vincent & Co., United Coffee Supply, Vikrama Engg. Co., W. A. Beardsell & Co.

ELEGANT PUBLICITIES (ADVERTISING CONSULTANTS) Subadrabai Mansions, 77 General Patters Rd., Mount Rd., Madras-2; Grams: ELEGANT; Phone 84784.

Prop. M. Subramanyan.

EVEREST ADVERTISING PRIVATE LIMITED 192, D. Naoroji Road, Bombay-1; Grams : EVERESTAD; Phone 264771.

Mg. Dir. A. M. Patel; Dirs. K. A. Ramakrishna, D. K. Thadani, C. M. C. Nair and K. E. Sopariwalla; Co. Secy. V. A. K. Pillai; Acct. Execs. C. M. C. Nair, Anant V. Pai, Devendra L. Parekh, Anil Sheth; Mktg. Exec. Nergiz R. Birdy; Market Research Off. A. Papparamb; Media Mgr. T. R. K. Murthi; Copy Chief K. E. Sopariwalla; Art Dirs. Pavitra Roy & Panna Jain; Production Mgr. Ramanand Joshi; Photo Dept. Ch. M. U. F. D'Souza.

Clients

Ace Camera Equipment, Air Control & Chemical Engg., Akbaralli Ebrahimji Pharmacy & Dept. Store, Alembic Chemical Works, Alembic Glass Industries, American Spring & Pressing Works, Atul Drug House, Bombay Chemicals, Bombay Oxygen Corpn., Baroda Rayon Corpn., Bharat Lindner, Cement Marketing Co., Chandan Metal Products, Chase Bright Steel, Comet Paints, Devdayal Cable Industries, Elecon Engineering Co., Hindustan Wired Glass, International Computers & Tabulators, Indian Mfg. Co., Jyoti, Jyoti Calor Emag,

Lallubhai Amichand, Mercantile Bank, Milling Trading Co., Paragon Textile Mills, Parle Bottling Co., Parle Products Mfg. Co., Perfect Machine Tools Co., Photophone Equipments, Polson, Poly Profile Corpn., Precision Bearings India, Rajasthan Rolling & Flour Mills, Rama-Krishna Oil Mills, Sayaji Iron & Engg. Co., Sharples Process Engineers, Standard Rolling Shutters & Engg. Works, Tata Engg., & Locomotive, Teksons, Tenby India, Voltas, West End Watch Co., Wintex Mills.

GAYWAYS PUBLICITY PVT. LTD. 18A/3 Rohtak Road, New Delhi-5; Grams: GAYWAYS; Phone 55992.

Mg. Dir. S. S. Parvez; Dir. Chander Mohan, Media Mgr. D. N. Srivastava.

Clients

Allen Berry & Co., Avon Cycles, Ayurvedic Pharmaceutical, Babson & Co., Bhagwati Glass Works, Bhopindra Food Products, Crown Pharmacy, Edward Keventer, Gaekwar Mills, H. R. Bhalla & Sons, Hindustan National Glass Mfg. Co., Hamdard (Waqf) Laboratories, Indian Implements Mfg. Co., India Insulation Industries, J. B. Bottling Co., J. B. Mangharam & Co., McKenzie Philip (India), Metro Perfumer Co., Mohan Ghee Laboratories, Murari Bros., Modi Food Products, National Tube Co., National Small Industries Corpn., The Panipat Woollen Mills, Patiala Biscuit Mfg., Radium Chemical Works, Raja Toys Co., Rita Mechanical Works, M.S. Sharma & Sons., Snowwhite Clothiers, Snowwhite Drycleaners, Snowwhite Laundry & Drycleaning Engrs., Som Products, Steelsons, Sita World Travel, Standard Silk Mills, Uberio Opticians, United Coffee House.

GENERAL PUBLICITY SERVICE Gordon House, Battery St., Bombay-1; Grams: ECHARCY; Phone 212857.

Administratrix Dorothy R. Chandran (Mrs.); Partner S. Ramu.

Clients

Allied Agencies, Beauforts, Beliram Chimanlal & Co., Bombay Fine Wors-ted Dhanesh Industries, Digvijay Cement Co., Eldee Velvet & Silk Mills, Mac Laboratories, Mysore Commercial

Union, New Look Dept. Stores, Pharmcos Laboratory, Shree Niwas Cotton Mills, Vijaya Industries.

GRANT ADVERTISING INC. Lotus House, Marine Lines, Bombay-1; Grams: GRANTCHI; Phones 241211, 241777.

Ch. Exec. R. S. J. Davidson; Asst. Mgr. S. Chatterji; Acct. Supvrs. A. Gan-guli, O. Sardesai (Mrs.); Acct. Execs. L. Dane, F. C. D'Costa, A. K. Chadha, C. P. Sippy, X. K. Aga, A. Bailur, S. J. Laljee; Media Planning Dir. M. S. Swaminathan.

Branches

Calcutta: 16, Shakespeare Sarani, -16; Grams: GRANTCHI; Phone: 445824.

Mgr. A. M. I. Domingo; Acct. Exces. Bimal Bosc, L. K. Handa, J. K. Basu, P. K. Sarcar, H. W. Porter, F. E. J. D'Costa, Z. Kalyanwala (Mrs.); Media Mgr. B. K. Nandy.

Madras: 4, High Road, Egmore, -8; GRANTCHI; Phone 87357.

Mgr. Hope S. Willis.

New Delhi: 22-B Pusa Road, Bazar Marg, -5; Grams: GRANTCHI; Phone 27442.

Mgr. Denis M. Fernandes.

Clients

American Express, Atlas Copco, Allaha-bad Bank, American Refrigerator, Andamans Timber Industries, Aluminium Corpn., J. K. Alloy, G. Atherton & Co, Assam Oil, Associated Battery Mfg., Bright Brothers, Bharat Ball Bearing Co., Bellis & Morcom, Blackwood

Hodge, Blue Star Engg. Co., Caltex (India), Colgate-Palmolive, Cosmos India Rubber Works, Caprihans (India), Claridges Hotel, Ch. Abrecht, D & P Products, Dhruva Woollen Mills, Dodge & Seymour, D.C.M. Engg. & Development Works, D.C.M. Chemical Works, D.A.B. Laboratories, Dalmia Iron & Steel, Elphinstone Spg. & Wvg. Mills, Co., Engg. Export Promotion, East Coast Gas Co., Ethiopian Airlines, First National City Bank, J. H. Fenner & Co., Franco-India Pharmaceuticals, German Remedies, G.E.C., Goodyear, Harbans Lal Malhotra & Sons, Health Products, Hotel Flora, International General Electric Co., Ingersoll-Rand, Incheck Tyres, India Hard Metals, India Sales Corpn., Indian Engg. & Co., Indian Yeast Co., Indian Potash Supply Agency, Indo-American Society, Indian Radiators, Jackson Wain & Co., Qantas, J. B. Advani & Co., Jay Engg. Works, Jaina Motors, James Warren & Co., Killick Nixon & Co., Kohinoor Mills Co., Mohammed Ebrahim & Co., Madras State Co-operative Bank, Muller & Phipps (India) Nicholas of India, National Rubber Manufacturers; Nandi Provender Mills, Orissa, Industries, Papers Mills Plant Mfg. Co. Pfizer, Premier Furnishing & Decorating, Prestolite International Corpn., Protos Engg., Co., Pritchett & Gold Batteries, P. V. C. Wires & Cables, Parry & Co., Remington Rand of India, Rajasthan Pinyl & Chemical Industries, Sandvik Asia, W. A. Sheaffer & Co., Singer Sewing Machine, Sovrin Knit Works, Shaw Wallace & Co., Southern Industrial Corpn., T.W.A. Tractors India, USIS, Universal Cables Veccumsees, Willcox Wilfred Pereira, (Buckwell-India), Wheat Associates, Wilfred Pereira

We do not say
we are a Big Agency

*

But we do say
we enjoy the confidence of
the clients we serve.

— Aruna & Co., —

ADVERTISING

36-B/1, MOUNT ROAD, MADRAS-2.

Phone: 85070 Grams: 'ARUNADS'

*

GRAPHIC ADVERTISING PVT. LTD.
Cama Hall, 136 Apollo St., Bombay-1;
Grams; PSYCOGRAF; Phone 254617.

Mg. Dir. P. G. Sitaram; Dirs. S. Subramaniam, S. Venkatesh.

Clients

Aditya Textile Industries, Ahura Chemical Products, Anglo-Thai Corpn., Cochin Fish Canning Co., Godrej & Boyce Mfg. Co., Godrej Soaps, Herbertsons, Hico Products, Hyderabad Chemical & Pharmaceutical Works, H. S. Cox & Co., Mercury Paints & Varnishes, Newlook Brassiere Co., Newlook Department Store, Nimar Textiles, Nitin Engg. & Mfg. Co., Shashikar D. Malgonkar & Co., Scientific & Industrial Instruments, Silk & Rayon Textiles Export Promotion Council, Sizing Materials Co., Swastik Textile Trading Co., Therapeutics Chemicals Research Corpn., Toshniwal Group of Companies, West End Hotel.

GREEN'S ADVERTISING SERVICE AGENTS 29 Veer Nariman Road, Bombay; Grams: ADGREENS; Phone 251079.

Prop. J. L. Mainthia; Exec. M. S. Ram.

Clients

Cawnpore Mills Depot, Dhanthak & Co., Davysons, Golden Chemicals, Golden Tobacco Co., Laxmi Chemicals & Industries, Laxmi Soap Factory.

GUJARAT ADVERTISING AGENCY PVT. LTD., THE 480 Kalbadevi Road, Bombay-2; Grams: JHANKAR; Phone 38515.

Chairman & Mg. Dir. B. L. Upadhyay.

HERO'S PUBLICITY SERVICE 4-B, Vulcan Insurance Bldg., Veer Nariman Rd., Bombay-1; Grams: HEROSPUB; Phone 242178.

Prop. & Ch. Exec. Hiranand Dharamdas Jethamalani; Media Mgr.: K. Subramaniam.

IDEAL ADVERTISING AGENCY, THE 54 College Street, Calcutta-12; Phone 342016.

Ptnr. & Mgr. N. C. Bhoumik.

IND ADVERTISING AGENCY 15 Commercial Chambers, Masjid Bunder Road, Bombay-3; Phone 322422.

Ptnrs. Chadndrakant M. Desai, Prakash C. Desai, Dilip C. Desai.

INDIA ADVERTISING SERVICE 9 Western India House, Sir Phirozshah Mehta Rd., Fort, Bombay-1; Grams: ADVERT; Phone 254769.

Ch. Exec. R. M. Sharman.

INDIA PUBLICITY CO., LTD. 18-B, Brabourne Rd., Calcutta-1; Grams: INDPUB; Phone 22-1418.

Dirs. Chairman Ayaz S. Peerbhoy, A. K. Himatsingka, Suraj Gupta; Secy. B. A. Khan; Art Dir. R. Goswami; Acct. Execs. Kamal Sanyal (Mrs.), J. C. Sircar; Media Mgr. R. K. Ojha.

Clients

Albion Plywood, Ashoka Cement, Assam Plywood, Calcutta Silk Mfg., Carter Pooler & Co., Escal India, Jaipur Udyog, New Central Jute Mills Co., Plywood Industries, Rohtas Industries, Sahu Chemicals & Fertilizers, Shellac Export Promotion Council, Shree Krishna Gyanoday Sugar, Sone Valley Portland Cement, United Indian Engineers, Zukab Magnet Industries.

INDIAN PUBLICITY BUREAU PVT. LTD. 6/2, Madan St., Calcutta-13; Grams: PUBCONSULT; Phones 234411-12.

Mg. Dir., J. G. Bose; Exec. Dir. R. K. Bose; Acct. Execs. A. K. Mukherjee, S. Mukherjee, G. Chakraborty, B. K. Bose & B. Chakraborty; Media Mgr. P. Sur.

Clients

Agarwalla & Sons, Ankar Industries, Annams Engg. Co., Dies & Tools, Dulal's Palm Sugar Candy, East India Paint & Chemical Works, Empire Chemical Co., G.T.R. Co., Garia Industries, Glenfield & Kennedy, Gopal Hosiery, Himani, Hindusthan Coconut Oil Mill, Hindusthan Rubber Works, Indian Health Institute & Laboratory, Industrial

Metal Works, J. Halley & Co., J. S. Cohen & Co., Jindal (India), Kamalalaya Stores, Kolay Biscuit Co., Maya Engg. Works, Manoharlal & Co., Metalcraft Corpn., Metropolitan Enterprises, Nirjas Products, Panday Industries, Peoples Enterprise, Rajkissen Radhakrishnan Mitter & Co., Rainbow Industries, S. Lahiri & Co., Lahiris Architectural Industries, Seth Chemical Works, South Eastern Railway (part), Vax Institute & Laboratory.

INTER PUBLICITY PVT. LTD. Regd.
Office: 89, Worli Sea Face, Bombay-18;
Phone 42797.

Dir. N. V. Wadia (Mrs.); Media Mgr.
O. S. V. Maniam; Acct. Exec. Ravi
Gupta.

INTERADS ADVERTISING (P) LTD.,
4/24-A, Asaf Ali Road., New Delhi;
Grams: INTERADS; Phones 272324-
25.

Ch. Exec. Vishwa Nath; Exec. S. P.
Chopra; PR-in-Charge K. D. S. Bali.

Branches

Bombay: Manu Mansions, 16 Old Custom House Road,-1; Grams: COM-PUBLI; Phone 254012;

Mgr. M. L. Chopra.

Jullundur: G. T. Road; Phone 4305.

Mgr. Inder Kumar.

Calcutta: 1/2, Jackson Lane,-1; Phone: 221894.

Mgr. S. Mukherjee.

London: 177 Regent Street.

Ch. Exec. H. R. Vaughan.

Clients

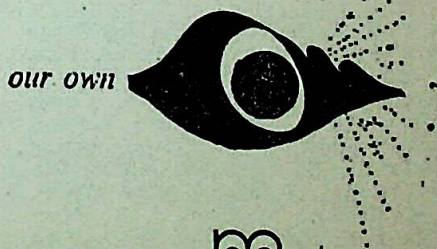
Delhi: Airwave Radio Engineers, Amarnath Charanjilal (Agencies) Corpn., Amristsar Radio Co., Aviation Service Corpn., Britghtways Neckwear Co., Dyer Meakin Breweries, East India Hotels, Escorts, Ghaziabad Engineering Co., John Oaket & Mohan, Mahabir Prasad & Sons, Modi Cloth Mills, Na-

rendra Agencies, Navabharat Enterprises, Oriental Refrigeration, Prag Banaspati Products, Rai & Sons, Raj Paul Chadha, Royal Safe, Sabharwal Furnishers & Decorators, South Eastern Roadways, U.P. Govt., Central Dairy Farm.

Punjab: Bombay Motor Trading Co., G. W. Balkar & Co., Jagatjit Engg. Works, Jai Electricals, Jullundur Improvement Trust, Jullundur Motor Tools Corpn., Kalsi Metal Works, Khosla Fans, Leader Engg. Works., Ludhiana Improvement Trust, Masand Industries, Oriental Engg. Works, Punjab Kashmir Finance Corpn., R. K. Machine Tools, S. Nagin & Co., S. P. Gramophone Co., Universal Commercial Corpn., Watkins Mayor & Co.

Calcutta: Indaag Industries, Overseas Exchange Corpn., Plastics & Machinery Distributors, Ramkumar Beniprasad, Regional Polytechnic, Somnath Ghosh & Co.

*Proof
lies in the
PERFORMANCE—
we hate blowing*



ma

MARKETING ADVERTISING ASSOCIATES-PVT. LTD.

Bombay: A. J. Gokal & Co., Bombay Film Producers Corpn., Bombay Rubber Machinery Co., Chandrakanta Trading Corpn., Eastern Engineering Co., Indento, Indian Engg. & Commercial Corpn., Industrial Machinery Mfg. Co., Isha Steel Treatment, J. B. Advani & Co., Jubila Marine Corpn., Machinery & Spares, National Implement, Paramount Dyes & Chemicals, P. Dalal & Co., Radia Sons & Co., Testing Machines Corpn., Trade Weld.

Foreign Clients

Chamber of Commerce & Foreign Trade Organisations of Bulgaria, Czechoslovakia, Hungary, Poland, Rumania & USSR.

JOSHI & CO., P.N. 147 Mahatma Gandhi Road, Bombay-1; Grams: JOSHICO; Phone 253579.

Prop. P. N. Joshi.

Clients

Ahmedabad New Cotton Mills, Anil Starch Products, Arvind Mills, Asoka Mills, Atul Products, Opil, Raipur Mills.

KALPANA ADVERTISING & PUBLIC RELATIONS P-16, Scheme No. LVII, C.I.T. Road, Calcutta-12; Grams: KALADPUB; Phone 347837.

Prop. & Ch. Exec. J. Chakravarty; Mgr. J. Lahiri; Acct. Execs. R. Jhamb (Mrs.), D. Chakravarty, D. K. Sen. & V. Chowdhury; Media Dept: J. Lahiri.

Clients

A. P. V. Engineering Co., Allied Resins & Chemicals, Auto Enterprises, Bank of Tokyo, Bengal Auto Distributors, Bengal Luxmi Cotton Mills, Candy Filters, C. K. Sen., Eastern Railway, Eastern Scales, G.E.C., Governments of Bhutan and Sikkim, Industrial Development Corpn., Industrial Metal Works, J. K. Business Machines, J. K. Paper Mills, J. K. Steel, Kalinga Tubes, Kian Gwan Co., Lahiris Architectural Industries, Lahiri Metal Manufacturing, Orchid Travels, Oriental Metal Industries, Paterson Engg., Co., S. Lahiri & Co., Singh Radio & Sound Engg., Steel & Allied Products, South Eastern Railway, Straw Products, Tripura State.

KAPOOR & COMPANY, K. S. 32/33 Noble Chambers, 4th Floor, Parsee Bazar Street, Fort, Bombay-1; Grams: TAPASRI; Phone 256359.

Prop. P. D. Kapoor.

Clients

Amarjyothi Toaster, Camlin, D. P. Barfiwala, Dinubhai G. Desai & Co., Gokaldas & Sons., Gwalior Oil Mills, Gujarat Aluminium Stores, Harseth Chemicals, Hiro Music House, I. B. Misra & Co., Delhi, Indosal Chemical Corpn., J. J. & Sons, Mysore Sugandhi Dhoop Factory, P. V. S. Bedies, Pearlina-Paris, Prabhat Udyog, Prabhat Electric & Equipment Co., Segal Opticians, Shakti Engg. Co., Swastik Metal Industries, Swiss Trading Corpn., Union Phosphate & Chemicals, Universal Perfumery Works, Western India Oil Co.

KARAN ADVERTISING BUREAU, 65/17 Rohtak Road, New Delhi-5; Phone 57137.

Ch. Eexec. K. K. Sehgal.

KRISHNASWAMI & CO., V. S. (ADVERTISING), 106 Armenian Street, Madras-1; Grams: CAREFUL; Phone 21668.

Ptnrs. V. K. Sundaram, V. K. Padmanabhan; Ch. Exec. V. K. Padmanabhan; Mgr. R. M. Chidambaram.

LAK ADVERSITING 5A, Modern Flats, 128, Wodehouse Rd., Colaba, Bombay-5; Grams: LAKIDEAS; Phone 211628.

Mg. Partner Freddy R. Lakdawala.

LINTAS LIMITED Hindustan Lever House, 165-166 Backbay Reclamation, Bombay-1; Grams: LINTADS/BOMBAY; Phone 246011.

Mgr. R. Ahmed; Media & Commercial Controller S. L. Agarwal; Creative Controller Gerson da Cunha; Acct. Execs. S.K. Lahiri, R.C. Khanna, R.K. Jagga.

Clients

Ahmedabad Textile Industry's Research Assn., Chemicolour, First National City Bank, Glaxo Laboratories, Hindus-

tan Equipment Suppliers, Hindustan Lever, Hoechst Pharmaceuticals, Hotel Natraj, Hyderabad Laminated Products, Madras Rubber Factory, Mackinnon Mackenzie, Pharmaceuticals & Allied Manufacturers' & Distributors' Assn. Pure Ice Cream Co., Sun Process Works, Vulcan Trading, W. A. Beardsell.

LPE-AIYARS PRIVATE LIMITED 5,
Convent Street, Colaba, Bombay-5,
Phones 214381, 214382.

Mg. Dir., P. D. Narielwala; Dy. Mg. Dir. B. Srinivasan.

Branches

Calcutta: 12 Stephen House, 5 Dalhousie Square East,-1; Phones 237344, 234653.

Mgr. G. K. Nair.

New Delhi: Agarwal Building, 97, Connaught Place,-1; Grams: CAREWAYS; Phone 43222.

Madras: Sundra 14, Thanikachalam Chetty Road, Thyagarajanagar, -17; Grams: PERSUASION; Phone 41200.

Mgr. S. Nataranjan.

Clients

Bombay: Anglo-Thai Corpn., Asian Oil & Paint, Beecham India, Borax Morarji, Bristol-Myers, Buckau-Wolf New India Engg. Works, Burmah-Shell (part), Cadbury-Fry, Hind Razor & Blades, Indian Dyestuff Industries, J. L. Morrison Son & Jones, Lebanese International Airways, Mafatlal Gagalbhai, Morarji Brothers, Praga Tools, Pfizer (part), Symonds Distributors, T. Maneklal Mfg., Ward Blendkinsop & Co.

Calcutta: Armstrong Smith, A. Nama-sivayan, B. Bhowmik, Bhattacharya A. K. & Sons, Cromelite, Chemicals & Allied Products Export Promotion Council, Diana Rolling Shutters & Engg. Works, Fort Gloster Industries, Fort William, Henry S. Clark & Co., Indian Air Travels, India Paint Colour & Varnish, National Iron & Steel, National Screw & Wire Products, Plummer Bros. & Co., SF Products India, Shalimar Rope Works, Shree Ram Silk Mfg. Co.

Madras: G. Jhansi & Co., Handymen Industries, Harrisons & Crossfield, International Clearing & Shipping Agency, K. Krishnamurthi, Kalakshetra Colour-labs, Kalakshetra Weaving Centre, Madura Co., Neiveli Ceramics & Refractories, Phoenix Industries, Kottayam, Pratibha Glass Works, Shaw Wallace, The Mysore Electro-Chemical Works.

Delhi: Sharda Machinery Corpn., Utkal Machinery (part).

MADRAS ADVERTISING CO., PVT. LTD., THE 200 Mount Road, Madras-2; Grams: FORCEADS; Phones 85537 & 85035.

Dir. & Gen. Mgr. K. Jayaraman.

Branch

Bangalore: George Oakes Bldg., Narasimharaja Square-82; Grams: FORCEADS; Phone 26939.

MARKETING ADVERTISING ASSOCIATES PVT. LTD. 143 Mahatma Gandhi Road., Bombay-1; Phones 256332, 252125 & 263721.

PHONE : 34-4567

CALCUTTA

NEW INDIA

Publicity

ADVERTISING AGENTS AND CONSULTANTS

2-B, SCOTT LANE, CALCUTTA-9.

Chairman F. A. Fazalbhoj; **Vice-Chairman** N. S. Davar; **Mg. Dir.** Ayaz S. Peerbhoj; **Dirs.** W. Saldanha, E. J. Vatchanghandy (Miss), A. Banerjee, M. Joshi, P. Chandrasekaran; **Ch. Exec.** Ayaz S. Peerbhoj.

Branches

New Delhi: Vohra House, 25/1 Asaf Ali Road,-1; Phone 272697.

Mgr. A. Banerjee.

Clients

Acme Mfg., Amzel, Ahmed Mills, Antifriction Bearings Corp., Aphali Pharmaceuticals, Associated Cement Cos., Bajaj Tempo, Bombay Soap Factory, Bombay Woollen Mills, Cooper Engg., Cow & Gate India, Davar's College of Commerce, Delhi Press, Delton Cables, Duro Metochem, Emco, Elektra, Farmak, Fomindia, Forum of Free Enterprise, Hamdard Laboratories, Hoechst Dyes & Chemicals, Hasanbhoj Enterprises, I.O.C., India Tyre & Rubber Co., Indokem, Industrial Importers, Jhunjhunwalla-Jarvis, J.M.A. Industries, Jullundur Motor Agency, J. Mahabhar & Co., Kemp & Co., Kiss Me (India) Cosmetics, Mangaldas Group of Mills, McKenzies, Marketing Management Assn., Modern Management Counsel, J. N. Marshall & Co., Mapco Bevel Gear of India, Narbheram & Co., Nestler Boilers, Progressive Corp., PIA, Patel Bros., Payen Talbros., Premier Auto Electric, Radio Electronics Corp., Rathika, (Rohit Paper Mills), Refrigeration & Appliance, Sah & Sanghi, Sanforized Co., Sen-Harvic, Superseal, Tata Engg. and Locomotive Co., Universal Escapement, Vazir Glass Works, Vijay Electronics, Voltas, Walchand Group Industries, Warner-Hindustan.

MEDIA AGENCY PVT. LTD. Lentin Chambers, Dalal Street, Bombay-1; Grams: MEDIAAD; Phone 251703.

Mg. Dir. K. Dayal.

Clients

Arbor Acres Farm (India), Asarwa Mills, Bharat Traders, Bihar Cottage Industries, Bihar State Co-operative Mktg. Union, Chemical, Industrial &

Pharmaceutical Laboratories, D. S. Ramsingh & Co., Dyer's Store Lime Co., Ex-Cell-O India, Friends Rosary, General Engg. Works, Hind Auto Industries, India Agencies, Indian Distributors, Kumar & Kumar, Lamba Trading Co., New India Mosaic & Marble Co., Okasa Co., Paper & Pulp Coverations, Patel Roadways, Plywood Products, Premier Refractories of India, Pure Drinks, Tanerife, Transmissions, United Watch Co.

MEDIUM SERVICE 2 Chowringhee Rd., Calcutta-13; Phone 23-6981.

Sole Prop. R. Gupta.

MERCANTILE PUBLICITY SERVICE Commissariat Bldg., 241 D. Naoroji Road, Bombay-1; Phone 263598.

Prop. Chimanlal C. Shah.

Clients

A.V.R.A. & Co., Himson House, J. S. Khanna, M. M. Khambhatwala, Mahalaxmi Transport, Master Clock & Watch Works, National Tiles & Industries, P. M. Rathod & Co., Shimada Glass & Flask Factory, Thermo Plastic Industries, Tribhovandas Bhimji Zaveri, Union Co-op. Insurance Society.

MOULIS ADVERTISING SERVICE 42 Whites Road, Madras-14; Phones 87423, 87964.

Ch. Exec. K. Ramabadrans; **Media Mgr.** B. K. Narayanan.

NALIN PUBLICITY BUREAU, THE 36-B, Mount Road, Madras-2; Phone 87582.

Ch. Exec. B. Seshadri; **Secy.** M. S. Sivaraman.

Branch

Coimbatore: 103, East Sambandam Rd., R. S. Puram,2.

Br. Mgr. P. S. Narasimhan.

Clients

Birsingh Gurmukh Singh Bawa, Calicut Modern Spinning and Weaving Mills, Coimbatore Cotton Mills Ltd., English Indian Clays, Ganapathy Engineering

Mrs., Harman Sales Union, Kamala Sugar Mills, Kerala Govt. Emporium, Lakshmi Mills Co., Libra Meters, Little Flower Co., Microtec Castings, Pradip Lamps Works, P.S.G. Industrial Institute, P.S.S. Group Concerns, Ramakrishna Steel Industries, Sakthi Sugars, Sales Service Co., Shivmoni & Co., Somasundaram Mills, Sri Rajeswari Hall, Trade Wings, Vanguard Insurance Co., Wrenn Bennett & Co (India).

NATIONAL ADVERTISING AGENCY,
P-369, Keyatala Rd., Calcutta-29; Phone 46-2239.

Prop. & Ch. Exec. Satya Prosad Sen.

NATIONAL ADVERTISING SERVICE PVT. LTD. Khorshed Bldg., Sir P. M. Rd., Bombay-1; Grams: JEYENJEYN; Phone 263023; also at Pharmed House, 141 Fort St., Bombay-1.

Chairman & Mg. Dir. Harish C. Jain; Exec. Dir. Kailash C. Jain; Secy. Dir. Ramesh C. Jain; Acct Execs. Avinash C. Jain, Subhas C. Jain; Media Mgr. K. G. B. Menon.

Branches

Calcutta: 21 Princep Street,-13; Phones 232686, 232456.

Exec. Dir. Kailash C. Jain; Acct. Execs. Satish C. Jain, Satinder Pal.

New Delhi: 127 Golf Links (1st floor),-3; Phone 618230.

Mgr. D. B.. Oswal; Acct. Exec. V. Franklin.

Clients

Bombay: Alembic Glass Industries, American Society of Travel Agents,

Automatic Electric, Boeing Co., Boots Pure Drug Co., Briggs & Stratton, Coolite Corp., Dewex Group of West Germany, East Asiatic Co., Eve's Apparel, Export Risks Insurance Corp., Express Blocks & Engraving Studios, E. I. Du Pont de Nemours Co., Fition, Fordham Pressings (India), Frizair Corp., Garuda Airways, Hygienic Research Institute, Hazarat & Co., H. & R. Johnson, Joy Icecreams, Jhaveri Bros. & Co., Kamala Mills, Lakhnapal, Muller & Phipps (India), Parke Davis (India), Philips Petroleum International AG, Rajkamal Prakashan, Seamless Rubber Co., Sharples Process Engrs., Sunderdas & Co., Sant Sahney, Skoda (India), Timken Roller Bearing Co., Toyo Rayon, Trade Representation of the CSR, Travel Agents Assn. of India, Union Carbide International, Vick Product.

Delhi: Bhagwan Singh & Sons, Delhi State Industries Emporium, Edde, Electronic Appliances, Hind Auto Industries, Hitachi, Indra Prastha Theatre, Kalamandir, Lakhnapal, Lakshmi Sugar & Oil Mills, Murarka Engg. Works, Nirula's Copper Bazar, Pancsar Mechanical Works, Punj Sons, Raj Industries, State Bank of Patiala.

Calcutta: Aditya Mills, Aeicorp, Arora & Sehgal, Bharat Industries & Commercial Corp., Component & Machinery Corp., Duncan Bros. & Co., E. Hill & Co., Excel Cosmetics Corp., Hungarian Trading Co., Hardwarimall Rameshkumar, Holman Climax, Hermanns Adhesives and Chemical, Heatly & Gresham, Industrial Engineers, Industrial Steel Supply, Japan Airlines, Kaybee & Co., Lloyd Bitumen Products,

Designers of Good Advertising Publicity Forum

16, RAJENDRA NATH MUKHERJEE ROAD, CALCUTTA-1

P.O. BOX NO: 2488

TELEPHONE 23-5273 (2 LINES)

Lynx Machinery, Nepal Red Cross Society, National Standard Duncan, Narbheram & Co., Oriental Travel Service, Phillips Carbon Black, Premier Plastics, Scandinavian Airlines System, Swaika Vanaspati Products, Stewarts & Lloyds of India, S. K. Engg. Corp., Soalte Hotel, Sant Sahney, Sita World Travel, Vishwakarma Construction, Woolcombers of India.

NATIONAL PUBLICITY Civil Lines, Jullundur City; Grams: **NATIONAL**; Phone 4449.

Ch. Exec. Arjan Dev.

Branch

Delhi: 5A/9 Daryaganj,-6; Grams: **NATPUB**; Phone 272774.

Ch. Exec. Dev Raj Srupal.

NATIONAL PUBLICITY SERVICE A-6 Connaught Place, New Delhi-1; Grams: **ADSALES**; Phone 42814.

Prop. Durga Prasad Prinja.

NAVNITLAL & CO. 1161 Bhadra, Ahmedabad-1; Grams: **VIGNYAPAN**; Phone 4042.

Prop./Acct. Exec. Ramanlal M. Gandhi.

NEWFIELDS ADVERTISING PVT. LTD. 3/4-A, Asaf Ali Road, New Delhi-1; Grams: **NEWFIELDCO**; Phones 274576, 273558, 273075 & 272281.

Mg. Dir. S. R. Gupta; Acct Exec. Sheela Rani (Mrs.), Harish Kapur, S. K. Sharma, M. Malik, G. L. Sadana, Rajendra Malik; Media Mgr. M. Belwal.

Clients

Ashoka Hotels, Acme Batteries, Continental Construction, Delhi Iron Steel Co., Delhi Printing & Publishing Co., Dholpur Glass Works, Dholpur Stone Co., Excavators, Freewheels, Ghaziabad Engg., Globe Metal Industries, Globe Motors, Greatway, Hindustan General Industries, Hotel Holiday Inn, Hotel Rajdoot, Indudayog, Indodan Milk Products, Kapsons, Koolaire, Lakshmiratan Engg. Works, Luk Auto Ancillary, Meters & Instruments, Modi Group of Industries, National Bldgs. Construc-

tion Corp., Nirula's Hotel, Nirula Bros., Napco Level Gear of India, National Seeds Corp., Orient Insulations, Punjab National Bank, Phoenix Radios, Radiola Corp., Royal Safe Co., Saru Smelting and Refining Corp., Shiv Scientifics and Chemicals, Swastika Group of Industries, U. P. Govt. Central Dairy Farm, U. P. State Electricity Board, Union Radio & Appliances, U.S.S.R. Inform. Dept.

NEW INDIA PUBLICITY CO., THE. Podar Chambers, Parsi Bazar Street, Fort, Bombay-1; Grams: **NIPCO**; Phone 255298.

Partner P. P. Gandhi; Ch. Exec. C. P. Gandhi.

Clients

Great India Net Industry, Huxley & Co. India, Ilford-Selo India, Kosmek, Man Industrial Corp., Premier Tyres, Smith, Kline & French India, Steelmade, Vishwa Bharti Trading Co.

NEW UNIVERSAL ADVERTISING CO., 166 Dadabhai Naoroji Road, Bombay-1; Phone 264130.

Partners V. P. Gosalia, L. V. Gosalia.

ORIENT PUBLICITY SERVICE Commercial Bldgs., Block 2, 23 A Netaji Subhas Rd., Calcutta-1; Grams: **OPSERV**; Phone 224437.

Incharge B. Chakravorty; Acct. Exec. S. K. Ghosh; Media Mgr. P. Das.

Clients

American President Lines, Associated Rubber & Plastic Works, Bengal Electric Lamp Works, Brocklebanks' Calcutta Agency, Chain Mfg. Enterprises, C. Comens & Sons, Crystal Filter Co., Desapriya Auto Works, EMCIE Corp., General Machinery & Electricals Stores, Hydrolifts & Equipments, Indian Spring Mfg., India Tar & Bitumen Products, Indian Textile, Mackinnon Mackenzie Co., Osco Engg. Works, Ranga Java Chemical Works, Siddheswari Hosiery Factory, Star Paper Mills.

PARADISE ADVERTISING AGENCY 4 Sahitya Parishad St., Calcutta-6; Phone 554968.

Exce. Anil Kumar Sen Gupta.

Clients

Acea United Traders & Industries, A. N. John, A. T. Goyee & Co., Air Link, Asian Marketing, Attiance Engineers, Aukshoy Coomor Lahu, B. K. Roy, Bengal Electrical Lamp Works, Calcutta E. & M. Engg., Central Radio Service, Cherry Hosiery Mills, Chotta Bhai Jetta Bhai Patel Tobacco Products, Dacca Ayurvediya Pharmacy, Eastern Supply Syndicate, East and Hardwares, East End Hosiery Mills, Ellora Chemical & Perfumery Works, General Lead Batteries, Indian Silk House, Jain Steel Fabricators, K. G. Industries, Kalyan Engg. Enterprise, Lily Biscuit, Mahananda Dutta, Magnette Equipment, Oriental Refrigeration, Dr. P. Mazoomdar's Antibactrn, Pre-Fab Steel Buildings, Sirkar Dairy & Farm, Star Theatres, Super Toiler & Chemical Co., Universal Hosiery Mills.

C. PARIKH & CO. Podar Chambers, 109, Parsee Bazar Street, Fort, Bombay-1; Phone 253392.

Ch. Exec. C. R. Parikh.

Clients

Amalgamated Electric Co., Associated Stone Industries, Bombay Potteries & Tiles, Bombay Tablet Mfg. Co., Emdas, Goldfilled Leather Works, Presto Industries, Quality Electro Metalizing Industries, Ramban Patent Depot, Special Steels, Watumull Industries.

PHOENIX ADVERTISING PVT. LTD.
1-A Vansittart Row, Calcutta-1; Grams: ADPHEN; Phone 23-4492.

Mg. Dir. P. C. Roy; Acct. Execs. P. C. Sen, R. S. Ramchander, R. Mitra; Media Mgr. R. Mitra.

Clients

Adros, A.P.V. Engg. Co., Associated Engg. Corp., Advani, Binani Metal Works, Calcutta Fan Works, Chotirmall & Sons, Cominco-Binani Zinc, Debsons, East India Pharma Works, Himani, I.A.E.C. (Cal.), India Alkalies, I.R.P. (Radio), Metal Distributors, Multi-metals, Orient Engg. Corp., Powder-Metallurgy, Samuel Osborn India, Smith Stanistreet, Steelwyn Corp., Vallauris Cermique D'Art, Victor Electronics

Corp., Waxpol Industries, Weddel India.

PRATAP ADVERTISING AGENCY
1/8-B Asaf Ali Road, New Delhi-1; Phone 271283.

Prop. & Ch. Exec. B. L. Bhatia.

Clients

All India General Transport Corp., Associated Traders & Engineers, Bawa Glass & Crockeries, Chamundi Chemicals & Fertilizers, D.C.M. Silk Mills, Delhi Electrolysis & Beauty Clinic, Didwania Bros, Hindustan Syringes, Jaipur Golden Transport, Kanodia Hosiery Mills, Liener Knit Gelatine, Mahalakshmi Land & Finance Co., Manjeet Engg. Industries, Moonlight Industries, Nath Bros., Prestolite or India, Prem Engg. Works, R. R. Steels & Alloys, Sound Zweirad (India), Shree Ram Silk Mills, Skytone Electricals India, Smarts (Chit Fund), Sylvania & Laxman, Supreme Radio & Service Co., Triveni Engg. Works United Commercial Bank, UPICA Cable Co., Victor Apparel, Victor Cables Co., Weldon Sales Corp., Western Mfg. Co.

PRATIBHA ADVERTISING 33/9 Cosmos, Prabhat Rd., Poona-4; Grams: PRADVERT; Phone 55670.

Ch. Exec. A. N. Naralkar; Acct. Exec. V. M. Palnitkar, Art Dir. D. L. Garge.

Branch

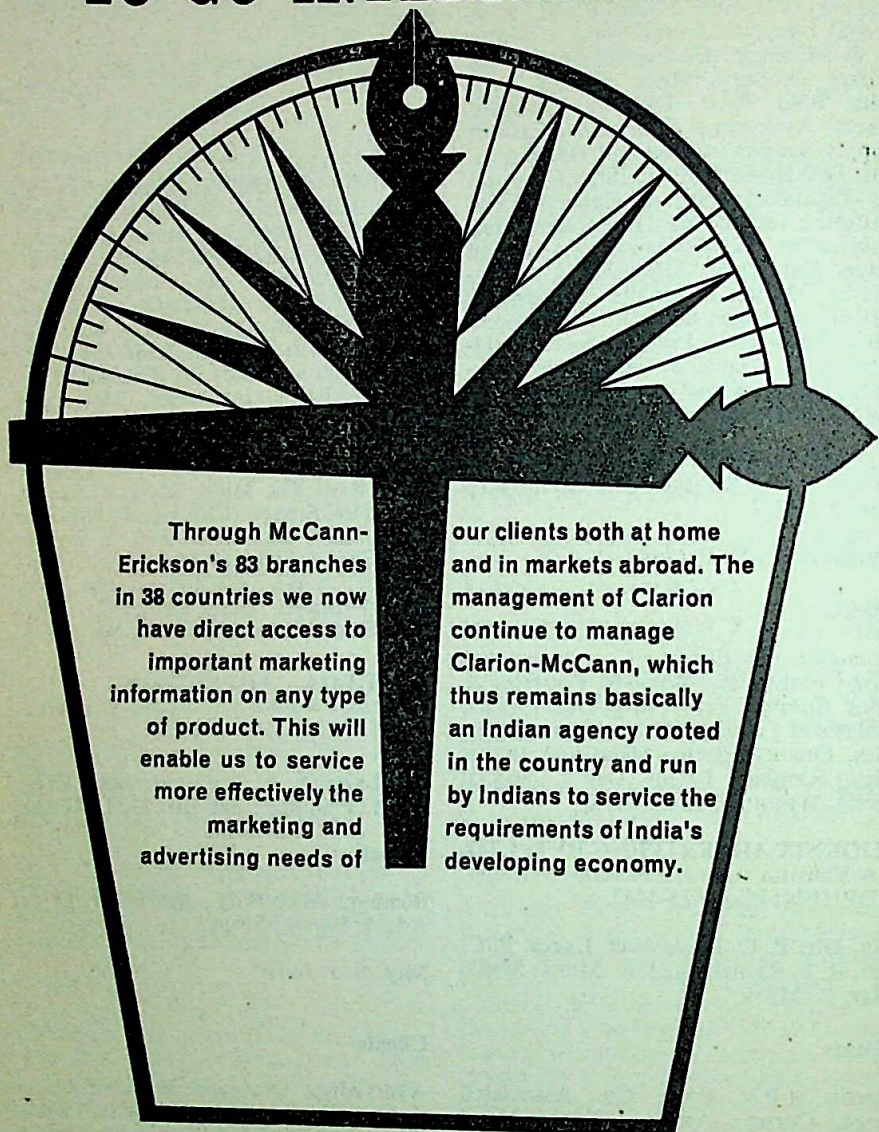
Bombay: Alice Bldg., 2nd Floor, D. N. Rd.,-1; Phone 253611.

Mgr. S. J. Joshi.

Clients

Ayurvediya Arkashala, Bank of Maharashtra, Bharat Forge, Bhikusa Yamasa Kshatriya, Bijlee Products India, Camlin, Dattatraya Industries, Firth Sterling Steel, Kalyani Dresses, Khosla Plastics, Kirloskar Bros., L.I.C., Madhavnagar Cotton Mills, Pottery Works, Ravalgaon Sugar Farm, Sahyadri Dyestuffs & Chemical, Shreekant Textiles, Swastik Rubber Products, V. V. Vartak, Varma Pharmacy, Vijaya Snuff Works.

THE FIRST INDIAN AGENCY TO GO INTERNATIONAL



Through McCann-Erickson's 83 branches in 38 countries we now have direct access to important marketing information on any type of product. This will enable us to service more effectively the marketing and advertising needs of

our clients both at home and in markets abroad. The management of Clarion continue to manage Clarion-McCann, which thus remains basically an Indian agency rooted in the country and run by Indians to service the requirements of India's developing economy.

CLARION-McCANN ADVERTISING SERVICES LTD.

Calcutta Bombay New Delhi Madras
and associate offices in all six continents.

PREMIER PUBLICITY SOCIETY 8C,
Beadon Street, Calcutta-6; Grams:
SALESAID; Phone 551355.

Prop. S. L. Roy; **Mgr.** P. Mojumdar.

Clients

Anglo American Marine, Bhim Chandra Nag, Calcutta Dyeing & Cleaning, Cuthbertson & Harpar, Industrial Weavers, Sen & Co., KDK Trading Corp., Lakshmidas Premji, Lily Barley Mills, Lily Biscuit, Lily Chemical Works, Metal Perforation, M. B. Mercantile Co., Metal Casting Corp., Steel & Allied Products, Sulekha Works.

PRESS & PUBLICITY SYNDICATE PVT. LTD. 53 Radha Bazar Lane, Calcutta-1; Phones 22-6348 & 22-9671.

Ch. Exec. R. C. Mukerjee; **Media Mgr.** S. S. Banerji.

Clients

Agrind Fabrications, Albert David, Ananda Bazar Patrika, Assam Sillimanite, Basant Pran & Co., Berar Oil Industries (part), Bhagwati Prasad Agarwal, Bharat Kernels, Birla Jute Mfg., Chabagho Industrial Corp., Eagle Paint & Pigment Industries, Hindusthan Aluminium Corp., Hindusthan Files, Khadi Gramodyog Bhawan, Kolay Biscuit, Kolay Iron & Steel Co., North Eastern Agencies, Parts Service India, Paschim Banga Resham Shilpi Sambaya Mahasangha, Shree Hanuman Industries, Sirpur Paper Mills (part), Sirsilk, Structural Water-Proofing, Textile Machinery Corp., United Provinces Commercial Corp., Universal Electrics, Vishwa Engg. Works, Window Glass.

PRESS SYNDICATE LIMITED, THE Readymoney Bldg., Apollo Pier Road, Bombay-1; Grams: PRESYN; Phone 213122.

Dirs. Harish Mahindra (Chairman), Keshub Mahindra, Mahindar Singh, P. K. Akerkar; **Secy.** M. Z. Khaizer; **Media Mgr.** V. A. Isaac.

Branches

Calcutta: 10, Govt. Place East, -1; Grams: PRESYN; Phone 456213.

Mgr. J. M. Kantawala; **Media Mgr.** B. Banerjee.

New Delhi: 8 Parliament Street, -1; Grams: PRESYN; Phone 43757.

Mgr. V. K. Chawla.

Madras: 175/1 Dhun Bldg., Mount Rd.

Mgr. B. S. Sundar Raj.

Clients

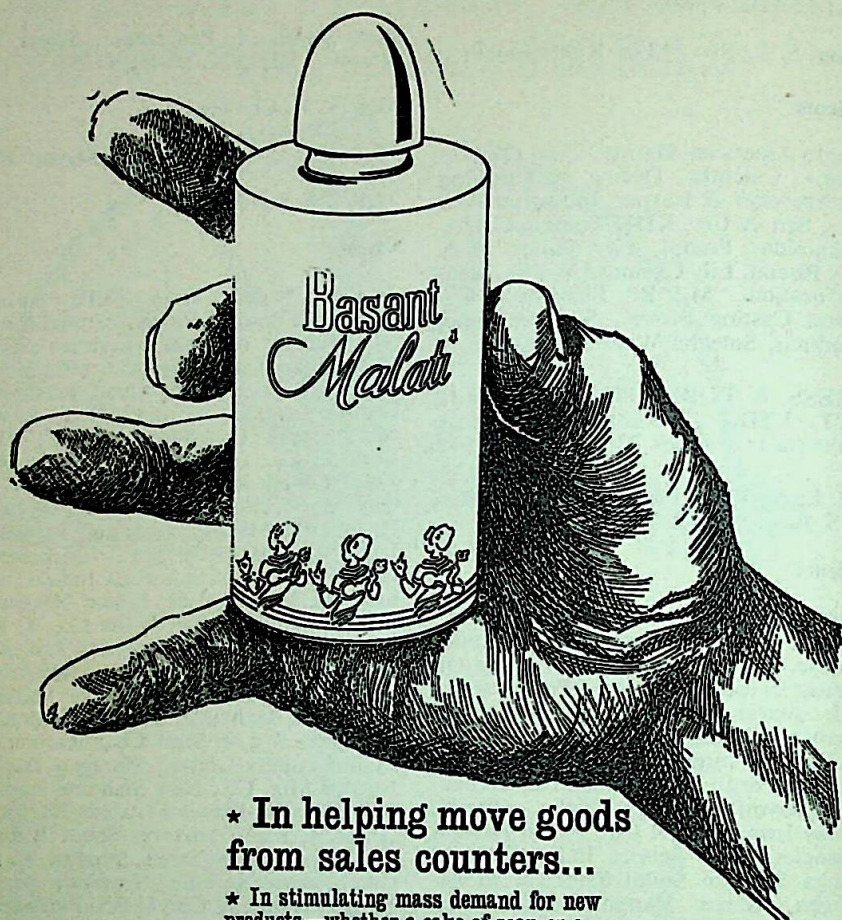
Andhra Pradesh Paper Mills, Assam Railway & Trading Co., Associated Apparel, Beclawat of India, Bertram Scott India, Blue Star Engg. Co. (Bombay), Chaudhry Diaries & Allied Products, Dalmia Enterprises (part), Delhi Cloth Mills (part), Dorr-Oliver (India), Dr. Beck & Co., Emco General Industries, Food Corp. of India, Gujarat Machinery Manufacturers, G. William & Co., Hastinapur Metals, Hindustan Housing Factory, Hotel Claridges, Indabrador, Indian Cardboard Industries, Indian Institute of Management, Indian National Diesel Engine, Indian Relite Co., J. K. Helene Curtis, Linguaphone Institute India, Madan Industries, Mahindra Engg., Mahindra and Mahindra, Mahindra Owen, Mahindra Sintered Products, Mahindra Uguine Steel Co., Machinery Manufacturers Corp., Mazagon Dock, Natson Mfg. Co., New Standard Engg., Otis Elevator, Pressure Guages, Shimada Glass & Flask Factory, South British Insurance, Special Steels, Swedish Trade Commission, Swissair, Syndicate Bank, Turner, Hoare & Co., U.B.S. Publishers & Distributors, United Commercial Bank, Victor Gaskets India, Waco Radio-Electronic Industries, W. J. Bush Products.

PRINCE STUDIO ADVERTISING Sirkiwala, Hauz Qazi, Delhi-6; Grams: ADPRINCE; Phone 265848.

Ch. Exec. B. D. Khanna.

PROGRESSIVE PUBLICITY SERVICE 14, Bentinck St., Calcutta-1; Grams: MEELSELLS; Phones 239222 & 238044.

Dirs. Jugal Srimal, N. M. Roy, U. K. Roy; **Exec. Dir.** T. B. Mukherjee; **Acct. Execs.** Dilip Mitra, A. Sinha, S. Mukherjee, N. Sinha; **Production Exec.** A. Roy; **PRO.** K. Mukherjee (Mrs.); **Media Mgr.** U. K. Roy.



*** In helping move goods
from sales counters...**

* In stimulating mass demand for new products—whether a cake of soap or a complicated piece of machinery—and services...

* In spreading new ideas and helping in their acceptance...

* In mobilising public response to causes ranging from local interest to those of vital national importance...

* Indeed wherever communication is involved...

*Advertising and Public Relations
are indispensable.*

KALPANA ADVERTISING & PUBLIC RELATIONS

P-18, SCHEME NO. LVII, NEW C. I. T. ROAD,
CALCUTTA-12

Clients

Amrita Bazar Patrika & Jugantar,
Calcutta Chemical Co. (part), Diamond
Products, Gluconate, G. Rogers & Co.,
Handloom House, Hongkong & Shan-
ghai Banking Corpn., Jessop & Co.,
Keymer, Bagshawe & Co., Limton,
New India Proofing Co., Sulekha Works,
Bengal Chemical & Pharmaceuticals,
Assam Road Link, Carrara Group of
Industries, Hirji & Co., Harmony
House, Mercury Travels, Modern India
Construction Co., United Industrial
Bank, West Bengal State Handloom
Weavers Co-op. Society.

PUBLICITY FORUM 16 Rajendra
Nath Mookerjee Rd., Calcutta-1; Grams:
LIMELIGHT; Phones 235273-74.

Ch. Exec. A. K. Gupta; Media Mgr.
R. Gupta.

Clients

Anglo Swiss Watch Co., Asiatic Oxygen
& Acetylene Co., Asiatic Soap Co.,
Bangasri Cotton Mills, Bengal Enamel
Works, Bright & McIvor, Burma Lime
& Chemical Co., Calcutta Chemical Co.
Cement Marketing Co. of India, Chemical
Assn., Continental Commercial Co., Geo
Miller & Co., General Assurance So-
ciety, Harry's Music House, Howrah
Motor Co., Hooghly Flour Mills, Inter-
national Combustion India, James
Alexander & Co., Jeewanlal, King &
Co., Kem Engg. Works, Kem Industrial
Products, Machine Techno, National
Casting, National Magaldi, North East
Frontier Agency, Prestige Advertising,
Radio Supply Stores, Railways: Eastern,
South-Eastern, Northern and Indian,
Sen & Pandit, Sen Pandit Industries,
Shaw Wallace, Steam & Mining Equip-
ment India, Soorajmull Nagarmull and
Subsidiary Companies, Taylor Wood-
row, United Bank of India, United
Mills, Veegal Engines & Engg.

**RADIANT DISPLAY INDIA PVT.
LTD.** 29 Waterloo Street, Calcutta-1;
Grams: PROCLAIM; Phone 233822.

Gen. Mgr. P. K. Ghosh; Asst. Mgr.
N. K. Mitra; Acct. Execs. K. R. Sen
Gupta, P. K. Maulik.

FOR
CREATIVE
ADVERTISING



**ADARTS
ADVERTISING**

16, Mangoe Lane. Calcutta-1
Phones: 23-9088 & 23-9275

•
Delhi Office

45, South Extension-1
New Delhi-3

Clients

Asia Engg. Supply Stores, Continental Plant Machinery Co., Electric Construction & Equipment, Francis Klein & Co., Hindusthan National Glass Mfg., Power Tools & Appliances Co., Refrigerators India, Republic Traders Corp., R. B. Rodda & Co., Sett Dey & Co., Soor Neogi Coomar, Sur Enamel & Stamping Works, Sur Iron & Steel Co., Sur Industries, Supercrafts, United Equipment & Stores.

RANJIT SALES & PUBLICITY PVT. LTD. 111-A, Mahatma Gandhi Rd., Currimjee Jeewanjee Bldg., Fort, Bombay-1; Grams: RANJITSALE; Phones 251121, 253161.

Mg. Dir. V. K. Lal; Acct. Execs. H. M. Kamath, S. Laljee (Mrs.), B. A. Ochaney, K. Grover (Miss.).

Branches

Calcutta: 32, Metcalfe St.,-13; Grams: RANJITAD (C); Phone 234253.

Mgr. S. P. Ghosh; Acct. Exec. D. P. Ganguly.

Delhi: 60/2, Janpath; Grams: RANJITADV; Phone 48876.

Mgr. S. B. Singh; Acct. Exec. S. Nagpal.

Clients

Bombay: Ahmed A. Fazelbhoj, Asoomal Maghanmal Karchiwala, Baker & Co., Cinerama & Cinefones, G.M.C. Himco Industries, Glacier Products India, H.M. Mehta & Co. & Group of Mills, Habib Bank, India United Mills, Jay Engg. Works, Kine Engineers, Konel Corp., La-Prensa Industries, Light Building Materials Co., Mahalaxmi Glass Works, Millars' Timber & Trading Co., Monita Banking Corp., M. Framroze & Co., Standard Chemical & Pharmaceutical Co., Universal Agencies, Wilson Watch Co., Westrex Company, Western India Electricals Corp.

Calcutta: Aluminium Cables & Conductors (U.P.), Bengal Fine Spinning & Weaving Mills, Bilcon Machinery Corp., Challenge Engg. Works, Elmech Colliers, Everest Cycles, Ganges Metal Industries,

Hope Metals, Krips Products, Ravel Mining Co., Road Transport Corp., Sett & De, Shah Bhavishi Agencies.

Delhi: Beauty Corner, Kala Mandir, Lakshmi Narain & Co., Royal Safe Co., State Bank of Patiala, Uttams, Vichitra Printing Works.

R. C. ADVERTISING CO., Mill Stores House, 4th Floor, 73/57 Tamarind Lane, Fort, Bombay-1; Phone 256383.

Mg. Ptnr. R. C. Shah; Ptnr. C. C. Shah.

RASIK PUBLICITY CO. 7/9 Bell Lane, Fort, Bombay-1; Grams: RASIK-PUBCO; Phones 252930 & 256529.

Prop. Rasiklal M. Shah; Execs. R. M. Shah & R. R. Shah.

Clients

Anandji Khimji & Co., Ashok Industries, Asian Cables Corp., Atlas Industries, Bhankaria Bros., Bombay Goods Transport Assn., Bombay Tubes & Poles, Bombay Potteries & Tiles, C. Jamnadas & Co., Essential Engg. Co., Evergreen Wirecloth Factory, Gujarat Industries, H. P. Modi & Co. Hercules, Rolling Shutters, India Electric Poles Mfg. Co., Industrial Supplies Corp., Jintan Clinical Thermometers, National Trading Co., Radion Electrical Corp., Relief & Sadhna Soap Syndicate, Ronuk Industries, Ritesharp Pen Mfg. Co., Sapat & Co., Tooba Products.

RATAN BATRA PVT. LTD. (Contact & Service Dept.) 9, Waudby Road, Bombay-1; Phone 262757; Registered Office: Ilaco House, Sir P. M. Road, Bombay-1; Grams: RATANAD.

Dirs. Ratan Batra & Chander Batra (Mrs.); Acct. Execs. K. L. Arora, Pushpa Iyer (Mrs.).

Clients

Associated Chemicals Industries, Associated Textile Engg., Bharat Radiators, Bombay Net Mfg. Co., Calico Industrial, Engg., Central India Hardboards, Cream Centre, Chemo Pharma Laboratories, Devkaran Nanjee Banking, & Insurance, Co., Embroidery Mart, Fancy Corp., Fancy Nets, Gansons, Gupta & Goel, Hakoba, Indian Plywood Mfg. Co.,

J. K. Mfrs, Kaycee & Co., Lakshmiratan Engg. Works, Maharana Mills, Manilal Mohanlal & Co., Nila Products, Permali Wallace, Popular Prakashan, Queenie, Reserve Bank of India, Saurashtra Electrical & Metal Industries, Tayabi Bucket Factory, Tractors & Bulldozers, Vegetable Soap Works, Vertex Mfg. Co., Vijaya Mills.

SEKAI PVT. LTD. Ishwar Bhawan, 3rd Floor, Flat No. 12, 'A' Rd., Churchgate, Bombay-1.

Chairman Dewan Dina Nath; Mg. Dir. Dewan Rajinder Nath;

Branches

Calcutta: 13, India Exchange Place,-1; Grams: SEKAI; Phone 226311.

Mgr. U. Joshi.

Delhi: 1687, Arya Samaj Road, -5.

Clients

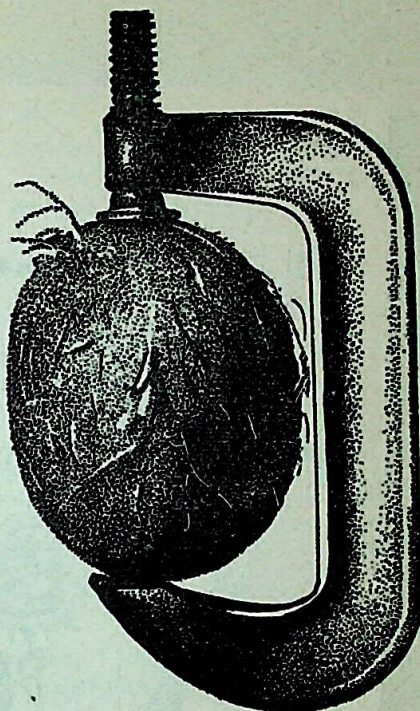
Apeejay, Ballarpur Paper & Straw Board Mills, Barakar Engg. & Foundry Works, British Paints, Eyre Smelting, Everlite Insulating Industries, French Motor Car Co., Garden Reach Workshops, India Steamship Co., Jessop & Co., J. K. Steel, Karam Chand Thapar & Bros, Lionel Edwards, Martin Harris, National Insulated Cable Co., National Pipes & Tubes Co., National Rolling & Steel Ropes, Oriental Bank of Commerce, Park Hotel, Shree Gopal Paper Mills, T. Engineering Corpn.

SHILPI ADVERTISING LTD. Shahibag House, 13 Wittet Road, Ballard Estate, Bombay-1; Grams: SPLASH; Phone 266141/149.

Mgr. Achyut M. Barve: Acct. Execs. Roger C. B. Pereira, Sheila Sista (Mrs.), A. S. Gopalkrishna, A. A. Raman.

Clients

Bakubhai Ambalal, Calico Mills, Cooper Engg., Dynacraft Machine Co., Garlick & Co., Handloom House (Bombay), Hindustan Construction Co., Indian Hume Pipe, The Mhatre Pen & Plastic Industries, Premier Construction Co., Sarabhai Chemicals, Sarabhai Merck Ltd., Shree Shakti Mills, Standard



no nut
is too hard
to crack !

LET YOUR
SALES PROBLEMS
BE TACKLED BY
THE EXPERTS

PROGRESSIVE PUBLICITY SERVICE
14, Bentinck Street, Calcutta-1
Telephone : 23/9222 (3 Lines)

what line is **Gayways** taking?

a new line

a fresh new line

Gayways has a new bunch of young designers and they create ideas which are witty and pretty and definitely new



a new line that will sell



Gayways

PUBLICITY PVT. LTD.

(GAYWAYS' BUILDING)

45, Punchkuin Road, New Delhi-1

Pharmaceuticals, Suhrid Geigy Trading, Swastik Oil Mills, Techni-Glass, West Coast Paper Mills.

SISTA'S PRIVATE LTD. United Bank of India Bldg., 25, Sir P. M. Road, Bombay-1; Grams: SISTAD; Phones 251960 & 255741.

Chairman Chinubhai Kilachand; Mg. Dir. Premnarayan Indarnarayan; Acct. Excs. M. G. Menon, Andrew I. C. (Mrs.).

Branches

Madras: 15 Westcott Road.-14; Grams: ADGEMS; Phone 85609.

Mgr. C. V. Mathews.

Clients

Bombay: Amar Dyes Chem., B. M. Industries, Bank of Tokyo, Bombay Cycle & Motor Agency, Blanden Cole & Co., Bombay Cable Co., Cable Corpn. of India, Cement Marketing (part), Commonwealth Trust, Digvijaya Spg. & Wvg., Eastern Bunkerers, Gits Food Products, Indian Commercial Co., John Fowler, Khatau Makanji Spg. & Wvg., Hakimrai Jaichand, Kilachand Devchand & Co., Neptune Assurance Co., New Great Insurance, Oriental Rubber Industries, Pelman Institute Polychem, Premier Automobiles, Punjab Woollen Textile Mills, Scindia Steam Navigation, Sikri & Grover, State Bank of Bikaner & Jaipur, State Bank of India (part), Synthetics & Chemicals.

Madras: Andhra Scientific Co., Asiatic Tyres, Canning Indus Cochin, Central Bank of India, Travancore Rubber Works, Govt. of Madras, Dir. of Industries, Pagoda Metal Industries, Pondy Nylon Button Mfg., Reka Corpn., Standard Electric Co., Triplex Dry Cleaners, Travancore Rubber Works.

STANDARD PUBLICITY SOCIETY 16-17, Naren Sen Square, Calcutta-9; Phone 342292.

Ch. Exec. A. C. Dutta Gupta.

STERLING ADVERTISING PVT. LTD. Jeewan Roop Mansion, L-Block, Connaught Circus, New Delhi; Grams: MOUNTAD; Phone 40676.

Mg. Dir. Reyaz Ahmad; Secy. I. Watson; Acct. Excs. Zafar Hafeez, Siraj Ahmad, A. Thakur.

Branch

Bombay: Causeway House (3rd Floor), Colaba Causeway,-1; Phone 211255.

Incharge N. A. Thakur.

Clients

Allahabad: Geep Flashlight Industries;

Banaras: National Agencies.

Delhi: Bhagwan Dass & Co., Capital Investment Centre, Delhi Sewing Machine Co., Dentifrice Cosmetics Research Laboratories, Esquire (part), Hamdard Waqf Laboratories (part), Hindustan Twyford, Modern Mechanical Works, Northern Railway, Paper Products (part), Pre-Fab Steel Structures, Quality Office Appliances, Rai Toys' Industries, Scientific Equipment Works.

Bombay: Filmedia, Greetwell, K.L. Bhargava & Co.

STEWART PVT. LTD., F.D. 13, British Indian St., Calcutta-1; Grams: GILTEDGED; Phones 238940 & 238939.

Mg. Dir. S. Parthasarathi; Mgr. M. Didier Serre (Mrs.); Exec. Clive Didier Serre.

Branches

Madras: Express Estates, Mount Rd.,-2; Phones 81813, 87978 & 82874.

Excs. N. Mukerjee, R. Vaithianathaswamy, S. Ramasundaram, A. R. Subramaniam and G. Krishnamurthi.

Bombay: 46-B, 4th floor, Bombay Mutual Chambers, 19-21, Hamam St., Fort,-1; Phone 256770.

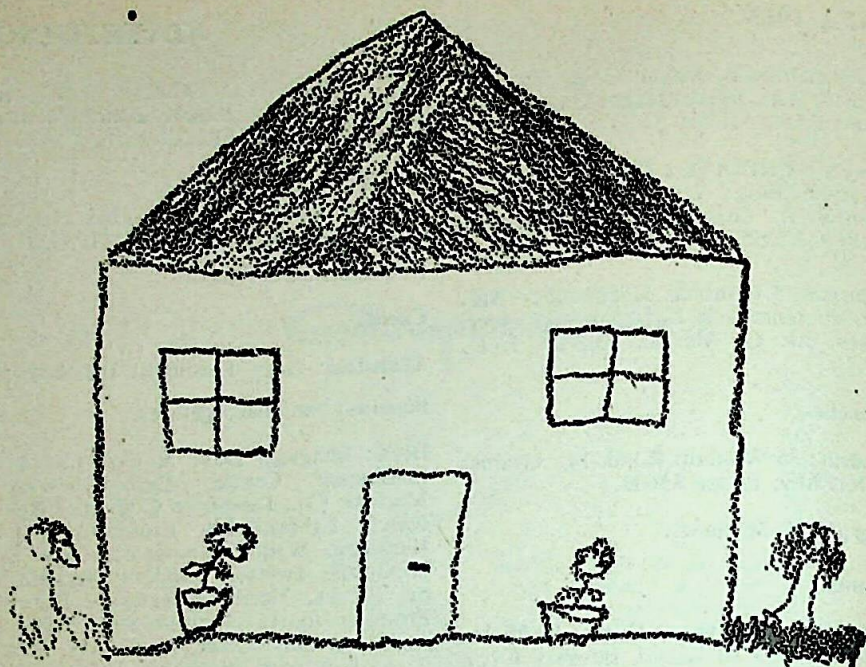
Exec. C. D. Ramachandran.

Kanpur: Court View, 15/200-Civil Lines.

Exec. C. Nagarajan.

Hyderabad: 68 Rashtrapathi Rd., Secunderabad; Phone 72474.

Exec. L.S.P. Natarajan.



THIS IS THE HOUSE
THAT JACK BUILT

....the next line reads "this is the rat that ate the malt that lay in the house that Jack built." If Jack had known where to distribute his malt, the rats would not have eaten it.

So producers and advertisers must know where to sell and market their goods to increase production and minimise waste. They must know where they will receive the greatest response and when and how. These and related questions Sista's will gladly answer for you. Let them show you how best you can invest your money in profitable advertising.

Advertising like machinery is necessary investment—not an expenditure. Advertising brings rich dividends to wise manufacturers.

Contact Sista's right away. They will tell you how to reach the right people, at the right time in the right way.

SISTA'S
PRIVATE LIMITED
ADVERTISING

United Bank of India Building, 4th Floor, Sir, P.M. Road, Bombay-1.

Clients

Ascu Wood Products, Automobile Products of India, Brakes India, Britannia Engg. Co., British India Corp., Brij Textiles, Chartered Bank, Cissy, Coffee Board, Campher & Allied Products, E.I.D. Parry, Elgi Equipments, Enfield India, Engine Valves, Ennore Foundries, Export Promotion Council for Finished Leather & Leather Manufactures, Facit Asia, Handloom House, Madras, Hydraulics, Hindustan Photo Films Mfg., Indian Cable Co., Indian Detonators, International Instruments, India Cements, Indian Medical Practitioners' Co-op. Pharmacy & Stores, Indo-European Machinery Co., Khandelwal Laboratories, Lewis & Tylor, Madras Aluminium Co., Mcleod and Co., Marshall Sons, Multiweld Wire Co., Neyveli Lignite Corp., Poly-Ene-General Industries, Premier Tyres, Ronuk Industries, R. Subbraman & Co., Sakthi Pipes, Seshasayee Industries, Seshasayee Paper and Boards, Simco Meters, South India Viscose, Southern Roadways, Southern Structural, Standard Motor Products of India, Sundaram-Clayton, Sunshine Industries, T.I. Diamond Chain, T.I. Miller Tea Board, U-Foam, Union Sales Corp., V. D. Swami, Vinyl Gen. Industries, Wheels India, Zenith Lamps & Electricals.

L. A. STRONACH & CO. INDIA PVT. LTD. Wavell House, 15 Graham Road, Ballard Estate, Bombay-1; Grams: ADSERVICE; Phone 263236.

Ch. Exec. A. J. Smith; Dir. T. C. Gandhi; Sr. Execs. C. M. Alexander, S. Survana; Media Mgr. K. E. Subramaniam.

Clients

Anchor Line, Asbestos Cement, Beecham India, Bombay Burmah Trading Corp., Borax Consolidated, British Aircraft Corp., British India Corp., British Institute of Engg. Technology India, Castrol, Chemische Werke Huls AG, J. & P. Coats India, Crane, Chelpark Favre-Leuba & Co., Firestone Tyre & Rubber Co. of India, Gaumont-Kalee, Geoffrey Manners, Indian Schering, John Wyeth & Brother, Kirloskar Bros., Lucas Indian Service, May & Baker India, Monsanto Chemicals of India,

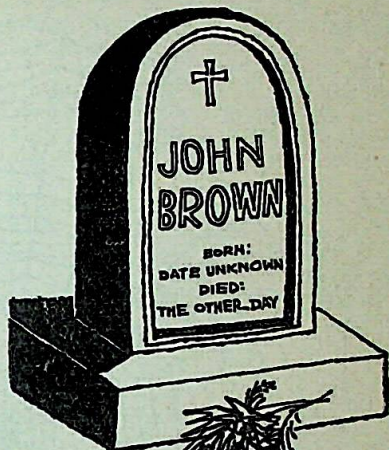
Beneath this slab

John Brown is stowed.

He watched the ads

And not the road.

— Ogden Nash



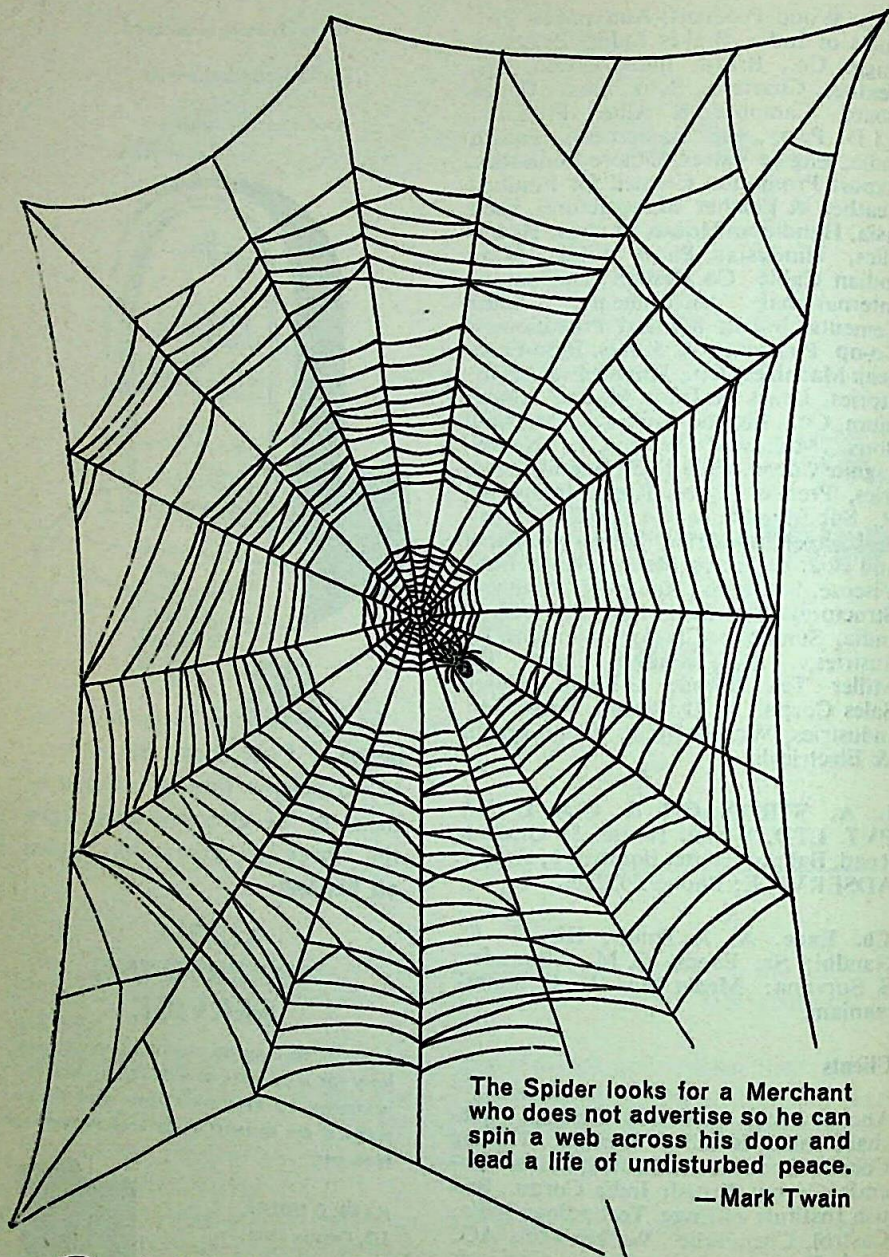
May his soul rest in peace... Poor chap! But honestly we believe that an advertisement to be effective must have the force to carry its reader off his feet.

**ALPHA
ADVERTISING
SERVICE**

DEVOTED TO PLANNED, FORCEFUL ADVERTISING NOW FOR A QUARTER OF A CENTURY AND EVER WATCHFUL TO KEEP THEIR OWN FEET FIRMLY PLANTED ON CLIENTS' SALES AND MARKETING PROBLEMS.

MARBLE HOUSE
5/2, Garstin Place,
Calcutta-1
Phone : 23-1911 & 23-7056





Let's help clear your cobwebs!

EVEREST ADVERTISING PRIVATE LIMITED

Kitab Mahal, 192, D. Naoroji Road, Bombay 1.

Nickel Informn. Bureau, Parkar Pen Co., P & O—Orient Lines, Purnell & Sons, Rolls-Royce, SKF Ball Bearing, Spencer, Tack Sales Training, Williams (Hounslow), Wyeth Labs.

STUSA ADVERTISING Dhun Bldg., Nanabhai Lane, Flora Fountain, Bombay-1; Grams: STUSADS; Phone 252087.

Prop. M. C. Sali; **Ch. Exec.** L. G. Khale.

Branch

Bangalore: 18 St. Mark's Road,-1.

Clients

Balakrishna Pen & Plastic Mfg. Co., C. J. Industries, D. K. Sandhu Bros, Dadajee Dhackjee, Del Star, Kirloskar Bros, Kirloskar Press, Kirloskar Pneumatic Co., N.U.C., Ogale Glass Works, Pearl Co., W. R. Talwalkar Bros.

THREE BROTHERS & FILS 109, Esplanade Mansions, Mahatma Gandhi Road, Bombay-1; Grams: 'KOLOR-KALP'; Phones 256463 & 251786.

Partners P. M. Parikh, S. M. Parikh, D. M. Parikh & M. S. Parikh.

Clients

Alarsin, Atco Pharma Laboratories, Ajit Industries, Bhuta Enterprise, Bombay Tablet Mfg. Co., Camera Works, Dalal Engg., Drupad Tailors, Excel Process, Farmavin Laboratories, International Burner, Mercury Pharmaceutical Industries, Paramount Products, Shubh Metal Works, S. S. Engg. Co., Swiss Trading Corpn., Unichem Laboratories, Uni-U.C.B., Zandu Pharmaceutical Works.

TOM & BAY ADVERTISING PVT. LTD. 'Joshi Estates' 658 J.M. Road, Hindvijay Theatre Premises, Poona-4; Grams: ALAMODE; Phones 54221-22.

Mg. Dir. G. V. Tambe; **Acct. Exec.** A. G. Tambe; **Production** D. K. Sonalkar; **Media** L. D. Deshmukh (Miss); **Ari** H. M. Gupte.

Clients

A. K. Industries, Ashok Flush Doors,

Bastiram Narayandas Maheshree, Chandak Bros., G. G. Dandekar Machine Works, Gogte Mines, Halward Engg., Hortsmann India, Kirloskar Oil Engines, Kirloskar Pneumatic, Kulkarni Foundries, Lakaki Works, M. R. Bhingarwalla, Paisa Fund Glass Works, Ravi Vegetable Oil Industries, Shivaji Works, Shrikrishna Homeo Pharmacy, Sonalkar Engg., Swastik Rubber Products, Walchandnagar Industries.

ULKA ADVERTISING Sunder Mahal, Vir Nariman Road, Bombay-1; Grams: ULKADS; Phones 242709, 242683 & 245701.

Prop. B.B. Mundkur; **Mgr.** H. J. Vakeel; **Mktg. Mgr.** L. E. Tipton; **Group Heads** B. B. Mundkur, A. Mundkur (Mrs.); R. Grenfell (Mrs.); **Acct. Execs.** S. J. Banker, R. S. Bhandare, R. Mistry; **Media Mgr.** S. Sadanand.

Clients

Bank of America, Bayer, Bisleri, Ceat Tyres, Consolidated Pneumatic Tool, Fibreglass Pilkington, Gabriel India, Greaves Cotton & Crompton Parkinson, Hindco Lighting Industries, J. K. Engineers' Files, Maharashtra Industrial Development Corpn., Prestolite, Simplex Mills, Telerad, Tata Textiles.

UNITED INDIA PUBLICITY CORPN. 337 Thambu Chetty St., Madras-1; Grams: UNIPUBCOR; Phone 23579.

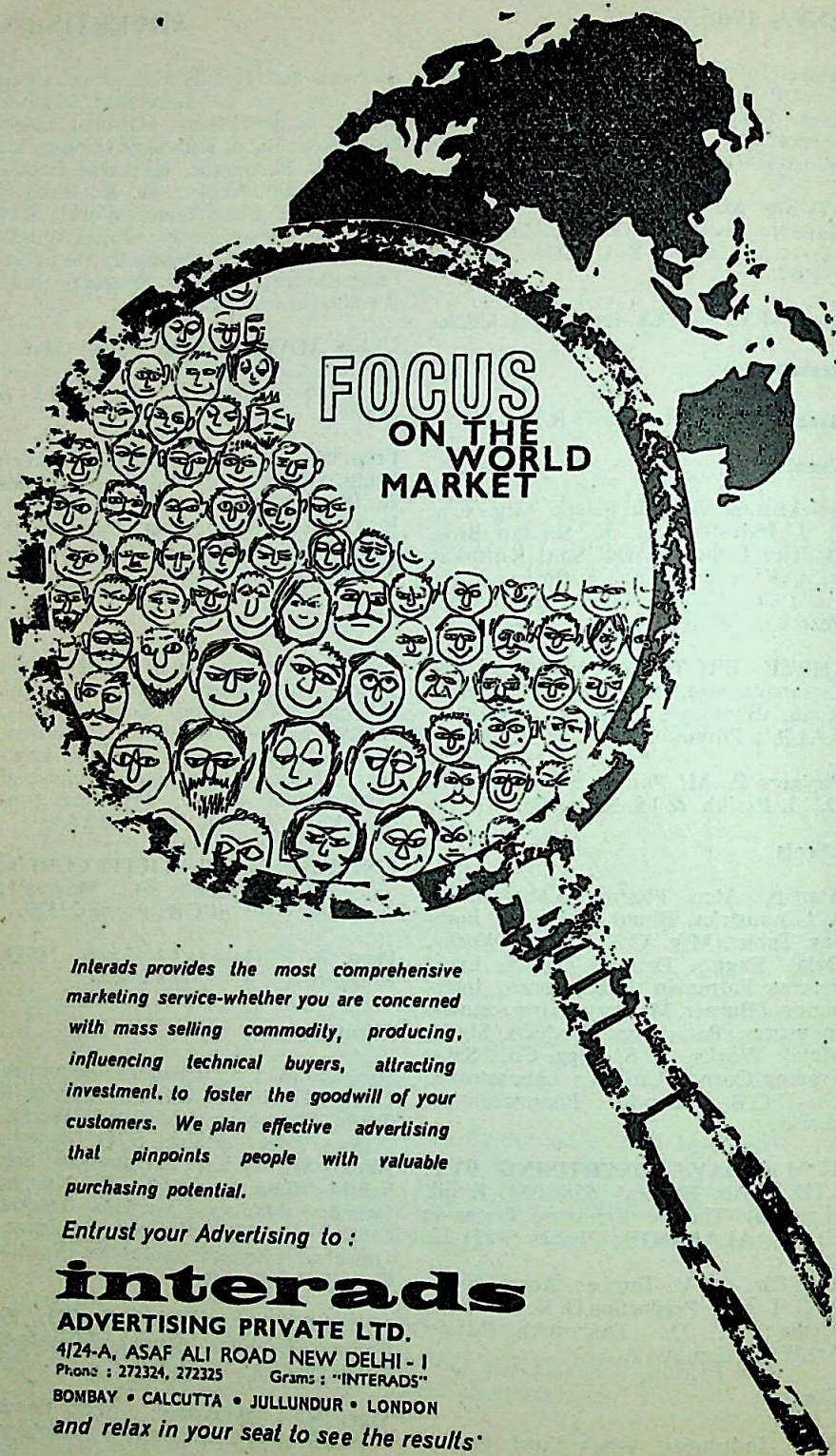
Prop. B. P. Haran; **Ch. Exces.** N. D. Rajagopalan, R. Prabhalingam.

Clients

Bapalal & Co., Chandra Foundries, Gemini Studios, Industrial Diamonds & Tools Co., New Era Engg. Works, Poppat Jamal & Sons, S. G. Jayaraja Nadar, Sri Palaniappa Transports, Sree Sakthi Vilasa Vaidyasala, Sri Krishna Foundry (Madurai), Students' Tutorial College & High School (Madurai), Universal Chemical Industries, Varuthi Chemical Industries.

UNIVERSAL PUBLICITY CO. 89, Bechu Chatterjee Street, Calcutta-9; Phone 344985.

Mgr. N. Chakravorty; **Acct. Execs.** P. K. Chanda, C. Chakraborty, B. Gon-



Interads provides the most comprehensive marketing service-whether you are concerned with mass selling commodity, producing, influencing technical buyers, attracting investment, to foster the goodwill of your customers. We plan effective advertising that pinpoints people with valuable purchasing potential.

Entrust your Advertising to :

interads

ADVERTISING PRIVATE LTD.

41/24-A, ASAF ALI ROAD NEW DELHI - 1

Phone : 272324, 272325

Grams : "INTERADS"

BOMBAY • CALCUTTA • JULLUNDUR • LONDON

and relax in your seat to see the results.

guli, H. Ghatak, R. C. Chakravorty, & R. Chakravorty; Media Mgr. A. Dutta.

Clients

Ajanta Soap and Cosmetics, All India Trading Co., Amar Dresses Mfg. Co., Aryan Aushadhalaya, Asian Radios Co., Barabati Raffle, Bar-B-Q, Basanalaya, Bathgate and Co., Bengal Belting Works, Biri Trading Co., B. P. Trading Co., Eagle Enterprisers, East India Trading, Eastern Electric and Trading Co., Good Earth Industrial Corpn., Haralalka & Co., Haren & Brother, Himkalyan Works, Indian Battery Mfg. Assn., India Engg. Enterprise, Iswar Chandra Pal Gangal Prasad Pal, Jainson & Co., Kala Niketan, Kshama Electro-Works, K. C. Dey & Sons, K. L. Therani, M. Bhattacharyya & Co., Mahesh Laboratories, Melody, Mocambo Restaurant, Moulin Rouge, Mulchandani Radio & Appliances, National Saw & Plywood Works, Ram Kanai Jamini Ranjan Pal, S. A. Goolamally, Sankar Stores, Sarada Plywood Industries, Schugane's, S. S. Star Engg. Corpn., Tarun Textile.

VISUAL AID PUBLICITY INDIA
111-A, Mahatma Gandhi Rd.,
Bombay-1; Sub-Office: 139, Medows St.,
Bombay-1; Grams: VAPICAN;
Phone 256326.

Partners: Samuel Varghese, C. V. Thambi, Aleyamma Kurian (Mrs.);
Mgr. C. V. Thambi.

J. WALTER THOMPSON CO. PVT. LTD. Lakshmi Building, Sir Pheroze-shah Mehta Road, Bombay-1; Grams: THOMERTWAL; Phones 264531 (10 lines).

Chairman & Mgr. Dir. Edward J. Fielden; Dirs. M. G. R. Aitken, C. H. G. Moorhouse, S. Ghosal, N. Swaminadhan (Mrs.), R. K. Swamy, & V. S. Nair; Dir. & Secy./Treasurer R. H. Arroll; Acct. Execs. N. Swaminadhan (Mrs.), V. S. Nair, J. Jhunjunwala, K. Ansari, M. F. Dias, A. Shenoy, J. C. Shah; Art Dirs. S. V. Waghulkar, D. K. Warrior, S.S. Dabholkar, S. M. Dubashi, S. L. Joshi, B. Jadhavkumar, S. A. Deokar; Market Research Dirs. S. V. Borkar, Dr. P. Kerawala (Miss); Controller R. N. Menezes; Media Mgr. V. Mahadevan.

Calcutta: 30, Bondel Road, -10; Phone 443601.

Mgr. S. Ghosal; Execs. N. S. Mani, N. N. Nabis, S. C. Gupta, A. I. Hamilton, P. K. Das, S. C. Nott, P.K. Mahadevan, S. K. Mukherjee, A. Mukherjee, A. Banerjee, S. K. Bose.

New Delhi: 142, Sunder Nagar, -11; Phones 618364-65.

Mgr. M. M. Baig; Exec. H. D. Khosla.

Madras: 38C Mount Road, -6; Phone 88961.

Mgr. R. K. Swamy; Execs. S. M. Umeshrao, R. Ranganathan, K. S. Krishnamoorthy, V. Venkataraman.

Clients

Bombay: Air India, Automobile Products of India, Bank of Baroda, Bennett, Coleman & Co., Bombay Dyeing, Chesebrough-Ponds Inc., Carona Sahu, Cement Marketing Co. of India, CIBA, Chemicals & Fibres of India, Colour-Chem, Cosme Matias Menezes, Esso, GRA, Goodlass Nerolac Paints, George Oakes, Hindustan Lever, Hindustan Milkfood Manufacturers, Johnson & Johnson, Jayanand Khira & Co., Khandelwal Mfg. Corpn., Khira Steel Works, Kodak, Larsen & Toubro, Latham Abercrombie, Power Cables, Reader's Digest Assn., Rolex Hosiery Works, Sandoz, Standard Batteries, Voltas, Volkart (Bombay), Victor Apparel, Warner-Lambert Pharmaceutical.

Calcutta: ACC-Vickers Babcock, Britannia Biscuit, British India Corpn. (part), Brooke Bond India, Central Trading Co., Electrical Machines Corpn., Goodyear, Guest Keen Williams, Hindustan Steel, Hindusthan-Pilkington Glass Works, Hindusthan-Twyfords, Imperial Tobacco, ICI, Indian Aluminium, Indian Jute Mills Assn., Indian Institute of Management, Macneill & Barrys, Kusum Products, Metal Box, Pan American World Airways, Philips, Shalimar Paints, Shalimar Tar Products, Shalimar Works, Sheila Departmental Stores, Tata Iron & Steel Co. Tata Engg. & Locomotive, Trinimex, Union Carbide India, Vinar.

Delhi: Davis & White, DCM, Embassy of the Federal Republic of Germany, Eicher Tractors, Ganesh Flour Mills, Gautam Electric Motors, Geodore Tools, Gillanders, Hindustan Breakfast Foods, Indian Hardware Industries, Jayna Time Industries, Handloom House, Nestle's Products, Rita Mechanical Works, Spencer & Co., Sterling General Insurance, Wings Wear Corpn.

Madras: Amrutanjan, Ashok Leyland, Bangalore Dress Mfg., Bangalore Woollen Mills, Best & Co., Binny & Co., Binny's Engg. Works, Buckingham & Carnatic, Cashew Export Promotion Council, Chitram & Co., C. J. Hewlett & Son, Crompton Engg., Indian Overseas Bank, Kissan Products, Kothari & Sons, Kutty Flushdoors & Furniture Co., LUCAS-TVS, Madras Auto Service, Madras Motor & General Insurance Co., P. N. Ganesan, Parry's Confectionery, Pilot Pen (India), Premier Fertilisers, Rayala Corpn., Seymour & Co., Ltd., Southern Switchgear, Sundharams, Sundaram Finance, Sundaram Industries, Sundaram Motors, Sundaram Clayton, Sundaram Fasteners, Travancore Rayons, Tube Investments of India, Tube Products of India, Vummidi Ramiah Chetty, Guruswamy Chetty & Co., Western India Plywoods, Wheels India, Wright Saddles of India.

MAA make your pipe-dreams marketing reality



MARKETING ADVERTISING ASSOCIATES PRIVATE LIMITED



This campaign was recalled by 29.1% of a representative sample of newspaper readers.



This film was recalled by 92% of a representative sample of the audience.



**At
ASP
we believe in
testing our
advertising.**

Advertising & Sales Promotion Company
Calcutta · Bombay · New Delhi · Bangalore

Non-Member Agencies

ASHOK PUBLICITY SERVICE Ibrahimganj, Bhopal.

ASHWIN & CO. Shantinagar Society, Ahmedabad-13.

ASIART ADVERTISING & ALLIED SERVICES Aban House, Rope Walk Land, Kala Ghoda, Bombay-1.

ASSOCIATED ADVERTISERS Kandaswami Market St., Hyderabad-1; Phone 41426.

B. M. BROTHERS Near Chogan's Kuwa, Talia's Pole, Sarangpur, Ahmedabad.

Ch. Exec. Babubhai Mehta.

B. SHAH & CO. Nisha Pole Corner, Relief Rd., Ahmedabad; Phone 4781.

Ch. Exec. Babubhai D. Shah.

BHARAT STATIONERY MART Gandhi Rd., Opp. Pada Pole, Ahmedabad.

BOMBAY ADVERTISING 509 Commerce House, Meadows St., Bombay-1.

CHARI ADVERTISING 174 Broadway, Madras-1; Phone 21057.

Ch. Exec. G. K. Chari.

DEEPAK ADVERTISING AGENCY Ganje Pura, Jabalpur.

DELITE PUBLICITY SERVICE B-3, Sicka Nagar, V. P. Rd., Bombay-4.

Prop. N. M. Thakkar.

DILIP ADVERTISERS Khadia Char Rasta, Ahmedabad; Phone 52519.

Ch. Exec. Champakbhai Shah.

GANESH PUBLICITIES 8 Bells Rd., Madras-5; Phone 87947.

Ch. Exec. Ganesh Iyer.

GRACE ADVERTISING AGENCY Display House, Sassoon Dock, Colaba, Bombay-5.

Prop. Grace Lobo.

GENERAL AGENCY & EXCHANGE CO. Near Mahavir Swami's Temple, Gandhi Rd., Ahmedabad; Phone 2405.

Ch. Exec. Vishnu Prasad Joshi.

HINDUSTAN AGENCIES 232, General Assurance Bldg., Dr. D. Naoroji Rd., Bombay-1.

Prop. T. N. Laxman Rao.

HUNS PUBLICITY Advertising Agents & Printers, Sanganva Chowk, Rajkot.

Ch. Exec. J. M. Sheth.

INTERNATIONAL PUBLICITY BUREAU 71, Gandhi Rd., Char Rasta, Ahmedabad; Phone 3666.

Ch. Exec. Jayantibhai Shah.

JAY ADVERTISING 11 Bruce St., Bombay-1.

Ch. Exec. K. M. Cheriyan.

KALPANA ADVERTISERS 1355, Raja Mahta's Pole, Kalupur, Ahmedabad; Phone 2342.

Ch. Exec. Ramanlal Dani.

KALPANA PUBLICITY Sir Chinubhai Road, Khadia, Ahmedabad; Phone 51035.

Ch. Exec. Dineshbhai Thakore.

K. M. SHAH Ghee Kanta Rd., Near Post Office, 2nd floor, Radhakrishna Bldg., Ahmedabad.

INFA 1965

K. SHAH & CO. Hathikhana, Ratanpole, Ahmedabad; Phone 3350.

Ch. Exec. Kantbhai.

KUMUDCHANDRA C. SHAH 3417, Mangal Parekh's Khancha, Shahpur, Ahmedabad.

Ch. Exec. Kumudchandra C. Shah.

KWALITY PUBLICITY 8 Noble Chambers, Parsee Bazar St., Bombay-1

Dir. A. P. Mandlik.

L. R. SWAMY & CO. Teppakulam Post, Trichi-2.

Mgr. S. K. Char.

L. S. P. NATARAJAN Advertising agent, 68, Rashtrapathi Rd., Secunderabad-3; Phone 72474.

MAUD ADVERTISING SERVICE Agakhan Bldg., 9 Dalal St., Bombay-1.

Prop. J.D. Fernandes.

METRO PUBLICITY Khadia, Opp. Post Office, Ahmedabad.

Ch. Exec. Jyandrabhai Bhrahmbhattu.

MOHRI INDIA PR. LTD. 4 Prospect House, Raghunath Dadaji St., Bombay-1.

Mg. Dir. H. M. Shah.

NATIONAL PUBLICITY CO. Raipur, Akasheth-Kuwa Pole, Ahmedabad; Phone 51802.

Ch. Exec. Ramanlal Kathawala.

NEW INDIA ADVERTISING SERVICE 11, Anand Bhavan, 3rd Floor, Relief Rd., Ahmedabad.

Ch. Exec. S. G. Munshi.

NEW STANDARD ADVERTISERS 15-5-95, Afzalgunj, Hyderabad-1; Phone 44903.

PALKHIWALA ADVERTISERS & PRINTERS Nisha Pole Corner, Relief Rd., Ahmedabad; Phone C/o 4781.

Ch. Exec. Vinodbhai Palkhiwala.

PARAMOUNT PUBLICITIES 96-A, Mount Rd., Teynampet, Madras-18; Phone 72509.

Ch. Exec. L. R. Swamy.

P. GAUTAM & CO. 1942, Gandhi Rd., Char Rasta, Ahmedabad; Phone 20928.

Ch. Exec. Navnitlal Gandhi.

POLAR ADVERTISING SERVICE No. 6 Valmiki St., T. Nagar, Madras-17; Phone 42790.

Ch. Exec. R. C. Murthi.

PRESS ADVERTISING Izra Publico Vinayak Rao Bldg., Mujamjahi Market, Hyderabad-1; Phone 42043.

PRESSMAN ADVERTISING & MARKETING 21 Sooterkin St., Calcutta-13.

Ch. Exec. H. C. Suchanti.

Clients

Ace Electric Co, Asian Refractories, Bengal Paper Mill Co., Bhartia Commercial Co., Bhutoria Engg. Works, General Industrial Society, Govind Steel Co., Hindustan Wire Products, Hoare Miller & Co., J. D. Jones & Co., J. K. Steel, Kanoria Co., Kores (India), Scott & Pickstock, Selected Satgram Collieries, Shree Bhawani Cotton Mills, Thakurdass Sureka Iron Foundry, Universal Asbestos Mfg. Co.

PRINTADEx ADVERTISING 50-E, Bondel Rd., Calcutta-19.

Ch. Exec. P. Chatterji.

Clients

Brahmachari Research Inst., Dey's Medical Stores, Dey's Medical Stores (Mfg.), General Distributors, International Chemical & Biological Inst., Krishnalal Thirani & Co., Mechanical Engg. Co., Orion Engg. Co., Sreepati Hosier Mills, Tecalemit (Hind), United Lab. (India).

PUBLICITY PARLOUR Singaporewala's Bldg., 2nd floor, Khadia Char Rasta, Ahmedabad; Phone 4791.

Ch. Exec. Rasikbhai Vyas.

PUNCH ADVERTISERS Chinubhai Rd., Near Model Talkies, Ahmedabad; Phone 4528.

Ch. Exec. Chimanlal Punch.

RAJASTHAN ADVERTISING & SALES SERVICE Soni Bhawan, Ghee Walon-ka-Rasta, Jaipur; Phone 4900.

Ch. Exec. Madan Lal Jain.

RASMI C. DALAL 1355, Rajamaheta Pole, Ahmedabad; Phone 2342.

Ch. Execs. Rashmi C. Dalal & Manubhai Dalal.

SABA & CO. Chapel Rd., Hyderabad-1; Phone 34016.

SARATH ADVERTISING SERVICES 140, Big St., Madras-5; Phone 88327.

Ch. Exec. K. Parthasarathy.

SASTHRI'S ADVERTISING Indian Chamber Bldgs., Esplanade, Madras-1; Phone 22379.

Ch. Exec. C.V.E. Sasthri.

SHYAM & COMPANY Mangal Parekh's Khamcha, Lallubhai's Pole, Shahpur, Ahmedabad; Phone 4230.

SOUTHERN ADVERTISING & MARKETING SERVICES PVT. LTD. 16-A, Pycrofts Garden Rd., Madras-6; Phone 87844.

Ch. Exec. T. K. Menon.

SUKALA ADVERTISING A/21, S. J. Rd., Bangalore-2; Phone 75367.

Ch. Exec. M. V. Seetharam.

SWASTIK ADVERTISING 3, Thambu Chetty St., Madras-1; Phone 29569.

Ch. Exec. V. Panduranga Rao.

VENKATESHWARA PUBLICITIES 330, Thambu Chetty St., Madras-1; Phone 29665.

Ch. Exec. Sundaravadanan.

VIREN ADVERTISERS 1195/3, Shalavi's Pole, Jamalpur, Ahmedabad.

Ch. Exec. Virendra Parikh.

PUBLICITY SOCIETY OF INDIA LTD.

ADVERTISEMENT MANAGERS

FREE PRESS JOURNAL GROUP OF PAPERS

AND

BLITZ

SOLE ADVERTISING CONCESSIONAIRES

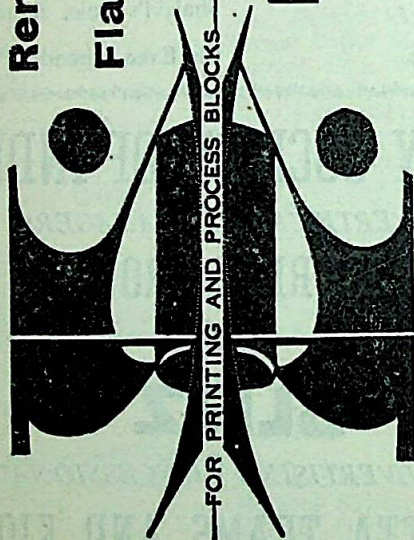
CALCUTTA TRAMS AND KIOSKS

Head Office :
CALCUTTA



Branches :
BOMBAY—DELHI
MADRAS

**Renowned throughout
the country for
Flawless Reproduction**



THE RADIANT PROCESS

6A, S. N. BANERJEE ROAD, CALCUTTA-13

Sundry Advertising Services

Some Advertising Film Producers

BOMBAY

Aar Dee Publicities,
Unique House,
Parsee Bazar Street,
Fort, Bombay-1.

Mr. A. B. Saran,
C/O Khadi & Village
Industries Commission,
Mistry Bhawan,
Dinsha Wachha Rd.
Bombay-1.

Akar,
Bhulabhai Desai Memorial Institute,
89 Bhulabhai Desai Road,
Bombay-26.

Ama Private Ltd.,
Canada Building,
Dr. D. N. Road,
Bombay-1.

Art Films of Asia (Pvt.) Ltd.,
Film Centre,
68 Tardeo Road,
Bombay-7.

B. R. Films,
Kardar Studio,
30 Government Gate Road,
Parel, Bombay-12.

Cine Graphic Arts,
44-45 Nemani Building,
Lamington Road,
Bombay-4.

Durga Khote Productions,
Goolistan,
Cuffe Parade,
Bombay-5.

Fact Films,
Stadium House,
Churchgate,
Bombay.

Film Media,
47 Laxmi Insurance Building,
Sir P.M. Road,
Bombay-1.

Mr. Homi Sethna,
67 Warden Road,
Bombay-26.

Hunnar Films,
Nanabhoy Mansion,
Sir P. M. Road,
Bombay-1.

Indian National Pictures Ltd.,
National House,
Tulloch Road,
Bombay-1.

Mr. L. K. Shukla,
111-A Mahatma Gandhi Road,
Bombay-1.

Movie Makers of India,
15 Sardargriha,
Churchgate,
Bombay-1.

Movie Productions,
16/35 Hague Building,
Sprott Road,
Ballard Estate,
Bombay-1.

PIC Publicity of India,
148 Famous Studios Building,
Haines Road,
Mahalaxmi,
Bombay-11.

Mr. S. D. Patil,
10 Manorma Nivas,
Road No. 4,
Shivaji Park,
Bombay.

Santos Film Corporation,
Stadium House,
Veer Nariman Road,
Bombay-1.

United Film Arts,
27 Radha Bhawan
King's Circle,
Bombay-19.

United Film Makers,
Himalaya Building,
Phalton Road,
Bombay.

India Art Films,
3/17 Asaf Ali Road,
New Delhi-1.

Rangoon Studios,
58 Janpath,
New Delhi.

H. P. Films,
12A/24 W.E.A. Karol Bagh,
New Delhi.

CALCUTTA

Mr. Ashish Mukherjee,
3, Chittaranjan Avenue,
Calcutta-13.

Candida Films,
Theatre Road,
Calcutta-16.

Cinemaphotographic Publicity Service,
Hazra Road,
Calcutta.

Little Cinema (Calcutta) Pvt. Ltd.,
136 Sarat Bose Road.
Calcutta-29.

MADRAS

A.V.M. Productions,
P.O. Box No. 2254,
Arcot Road,
Vadapalani,
Madras-26.

Morak Pvt. Ltd.
30 First Main Road,
Gandhinagar,
Madras-20.

POONA

DELHI

Asian Films,
72, Janpath,
New Delhi.

Mr. B. S. Pawar,
116-65 Tilak Road,
Sadashiv Peth,
Poona-2.

Some Outdoor Hoarding Contractors

BOMBAY

Aero Advertisers,
B5/140 Rajawadi,
Ghatkopar,
Bombay.

Arondekar Art Studio,
Arondekar House,
234 Lady Jamshedji Road,
Shivaji Park,
Bombay-28,

Asian Advertising Agency,
5th Floor,
Commissariat Bldg.,
D. Naoroji Road,
Bombay.

M. M. Advertising
New Point-of-sale advertising medium,
Jhaveri Bros. & Co. Pvt. Ltd.,
4th floor, Jhaveri Building,
348 Abdul Rehman St.,
Bombay-3. Tel. No. 327468.

Modern Advertising Bureau,
Opp. Jai Hind Cinema,
Patanwala Colony,
Ground Floor,
Bombay.

Sarabhai & Co.
46-A, Abdul Rehman Street,
Bombay-3.

Saviles Private Limited,
147 Upper Duncan Road,
Bombay-8.

Selvel Syndicate,
Hashim Building,
38, Churchgate Street,
Bombay-1.

Sono-Vision,
36 People's Building,
5th Floor,
Sir P. Mehta Road,
Bombay-1.

CALCUTTA

Adsigns,
10 Wellington Square,
Calcutta-13.

Karukrit,
9-B Ram Chandra Moitra Lane,
Calcutta-5.

Progressive Publicity Service,
14 Bentinck Street,
Calcutta-1.

Publicity Society of India Ltd., The,
1 Waterloo Street,
Calcutta-1.

Radiant Signs & Service Syndicate,
Suite No. 4
9 Dacres Lane,
Calcutta-1.

Saviles Private Limited,
41 Chowringhee Road,
Calcutta-16.

Selvel Syndicate (Calcutta),
83 Theatre Road,
Calcutta-17.

DELHI

Ad-New-Vista,
Marina Arcade,
Connaught Circus,
New Delhi.

Bells Outdoor Advertising Service,
3-A, Asaf Ali Road,
New Delhi-1.

Delux Publicity Service,
Shora Kothi,
Subzimandi,
Delhi-6.

Delhi Publicity Corporation,
Post Box No. 1244,
46 Janpath,
New Delhi.

Hindustan Publicity Corporation,
23 Netaji Subhas Marg,
Delhi-6.

Mehra Publicity Corporation.
Rex Hotel Bldg.,
Daryaganj,
Delhi.

Niros Pvt. Ltd.,
G-67 Connaught Circus,
New Delhi-1.

Prakash Publicity Service,
1855 Chandni Chowk,
Near Fountain,
Delhi.

Rama Publicity Service Private Ltd.,
Ram Bhavan,
2542, Nai Wara,
Chawri Bazar,
G.P.O. Box No. 1164,
Delhi-6.

Saviles Pvt. Ltd.,
B-2, Nizamuddin West,
New Delhi-14.

Selvel Syndicate,
72 Janpath,
New Delhi-1.

Standard Publicity Bureau,
4663 Ansari Road,
21, Daryaganj,
Delhi-7.

Vasudeva Publicity Service,
50 M-Block,
Connaught Circus,
New Delhi-1.

MADRAS

Ajanta Painters,
Oppanakare Street,
Coimbatore.

Foremost Advertising Agency,
6 Thomas Street,
Coimbatore.

Hamsa Arts,
51 Wallajah Road,
Madras-2.

Kannan Painters,
Opp. Swamy Theatre,
Coimbatore.

Madras Advertisement Corporation,
15/2 Fraser Square,
Coimbatore-1.

Precious Publicity Service,
42 Nattu Pillar,
Kovil Street,
Madras-1.

Pani Publicities,
44 General Patters Road,
Mount Road,
Madras-2.

Saviles Private Limited,
42 Poonamalee High Road,
Vepery,
Madras-7.

Selvel Syndicate (South),
150B, 2 Mount Road,
Madras-2.

Swamy's Publicity Service,
120 Anna Pillai Street,
Madras-1.

Some Neon-Sign Makers & Contractors

BOMBAY

Arondekar Art Studio,
Arondekar House,
234 Lady Jamshedji Road,
Shivaji Park,
Bombay-28.

Brilliant Neon Signs Co.,
43 Vir Nariman Road,
Bombay-1.

Kant & Company Ltd.,
138 Charni Road,
Bombay-4.

Neon Signs (India) Private Ltd.,
No. 5 Naoroji Vakil Street,
Nana's Chowk,
Bombay-7.

Neon Signs (India) Pvt. Ltd.,
583 Chira Bazar,
Bombay-2.

CALCUTTA

Adsigns,
10 Wellington Square,
Calcutta-13.

Champion Neon Signs,
16 British Indian Street,
Calcutta-1.

K. Shaw Sign & Neon Service, Pvt.,
Ltd.,
128/45 Cornwallis Street,
Calcutta-4.

Neon Signs (India) Pvt. Ltd.,
8 Lindsay Street,
Calcutta.

Progressive Publicity Service,
14 Bentinck Street,
Calcutta-1.

Radiant Signs & Service Syndicate,
Suit No. 4,
9 Dacres Lane,
Calcutta.

DELHI

M/s. Brite Neon Signs,
119, D. B. Gupta Market,
Karol Bagh,
New Delhi-5.

M/s. Champion Elec. Engg. Works,
Chandni Chowk,
Delhi.

M/s. Chitra Neon Signs,
4/14, Industrial Area,
Najafgarh Road,
New Delhi-15.

M/s. Delhi Neon Signs,
22 Darya Ganj,
Delhi-6.

M/s. Hind Neon Signs,
270, Kamla Market,
New Delhi.

M/s. India Neon Signs,
25/1, Asaf Ali Road,
New Delhi.

MADRAS

Current Electricals,
Express Estate,
Woods Road,
Madras-2.

Madras Electric Lighting Co.,
272, Angappa Naicken Street,
Madras-1.

Standard Electric Co.,
27, General Patters Road,
Madras-2.

The Tube Lights (Pvt.) Ltd.,
3 Stringers Street,
Madras-1.

Some Tin or Aluminium-Sign Makers

BOMBAY

Bombay Tin Printers,
221-23 Thakurdwar Road,
Bombay-2.

Metal Printers Company,
Aga Khan Building,
9 Dalal Street,
Bombay-1.

Zenith Tin Works Private Ltd.,
Opp. Race Course,
Mahalaxmi,
Bombay-11.

CALCUTTA

Metal Box Company of India Limited,
Barlow House,
59-C Chowringhee,
Calcutta-20.

MADRAS

The Metal Box Co. of India Ltd.,
Elaiya Mudali Street,
Tondiarpet,
Madras-21.

Madras Enamel Works Ltd.,
65 Sydenham Road,
Madras-3.

Some Enamel-Sign Makers

BOMBAY

The Pioneer Enamelling Works,
24, Lakshmi Building,
Sir P. M. Road, Fort,
Bombay-1.

Sur Enamel & Stamping Works Private
Ltd.,
24 Middle Road,
Entally,
Calcutta-14.

CALCUTTA

Bengal Enamel Works,
Dharamtalla Street,
Calcutta.

MADRAS

Madras Enamel Works Limited,
65 Sydenham Road,
Madras-2.

State Transport Undertakings

The General Manager,
B.E.S. & T. Undertaking,
Electric House, Colaba, Bombay-1.

The Transport Manager,
Poona Municipal Transport,
Swargate, Poona-2.

The Director,
Madras State Transport Department,
Transport House, Mount Road,
Madras.

The Secretary to the Govt. of Orissa,
Transport Department,
Bhubaneswar, Orissa.

The Provincial Transport Controller,
Punjab Transport Department,
New Secretariat, Chandigarh,
Punjab.

The General Manager,
Pepsu Road Transport Corporation,
Patiala.

The Secretary to the Government
of Uttar Pradesh, Transport Department,
Lucknow, Uttar Pradesh.

The Chief Executive Officer,
Andhra Pradesh Road Transport
Corporation, Mushirabad,
Hyderabad, Andhra Pradesh.

The Director of Transport,
Trivandrum, Kerala.

The State Transport Controller,
Srinagar, Jammu & Kashmir.

The General Manager,
Rajasthan State Roadways, Beni
Park, Jaipur, Rajasthan.

The General Manager,
Mysore Road Transport Corporation,
Bangalore, Mysore State.

The General Manager,
M.K. Road Transport Corporation,
Mandi, Himachal Pradesh.

The General Manager,
Himachal Government Transport,
Simla, Himachal Pradesh.

The General Manager (Transport),
Delhi Transport Undertaking
(of the Municipal Corporation of
Delhi), Scindia House,
Connaught Circus, New Delhi.

The Director of Transport,
Government of Assam,
Transport & Industries Department,
Shillong, Assam.

The General Manager,
Manipur State Transport,
Imphal, Manipur.

The General Manager,
Bihar State Road Transport Corporation,
Sultan Palace, Gardinar Road,
Patna-1, Bihar.

The General Manager,
Madhya Pradesh State Road
Transport Corporation,
Bairagarh, Bhopal,
Madhya Pradesh.

The General Manager,
Gujarat State Road Transport Corporation,
Astodia Mills Compound,
Ahmedabad, Gujarat State.

The Transport Manager,
Ahmedabad Municipal Transport
Service,
Outside Jamalpur Gate,
P.O. Box No. 142,
Ahmedabad 1.

The Chief Executive Officer,
Calcutta State Transport Corporation,
5, Nilgunge Road, 24 Parganas,
Calcutta, West Bengal.

Who's Who in Advertising and Public Relations

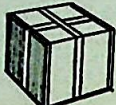
We offer the kind of service
a lot of other good agencies do ... but
we feel we're a little better.
Call us for any of your advertising or
selling problems. We'd love the chance to prove it.

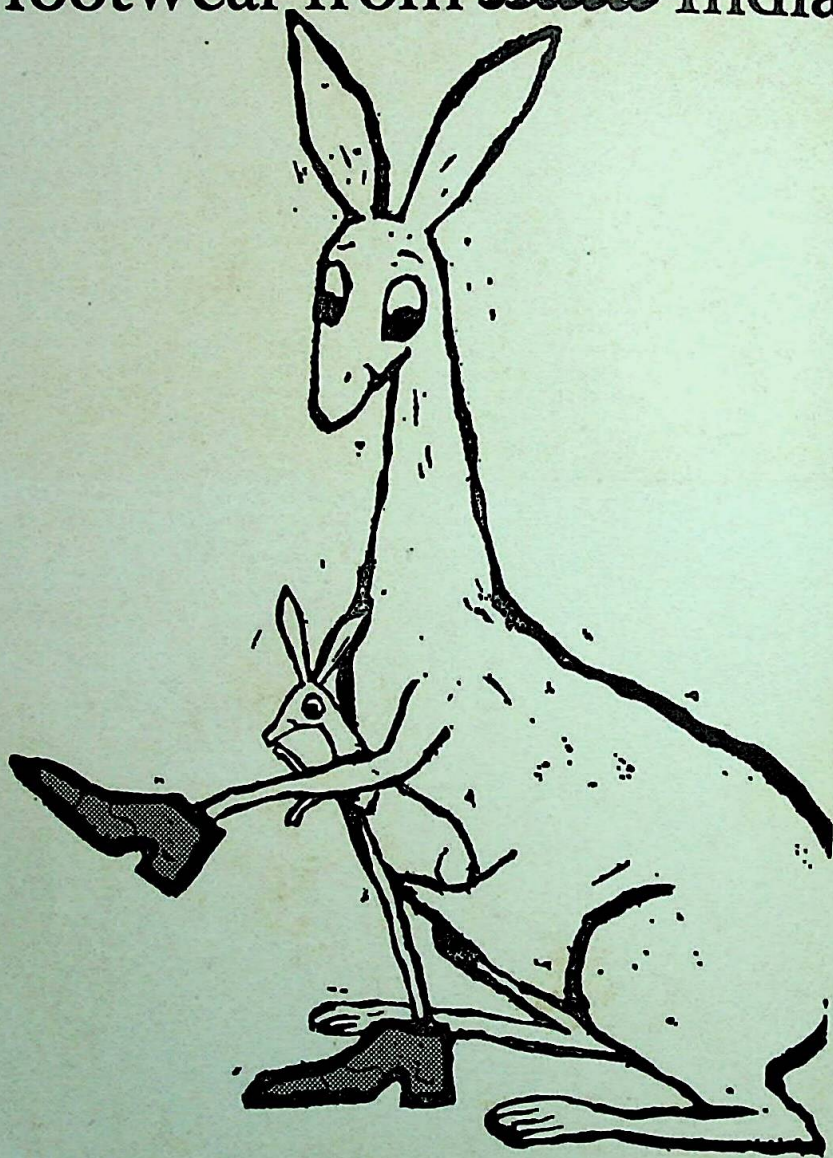
PRINTADEX advertising

50-E, Bondel Road, Calcutta-19.

Phone : 44-3633

Gram : 'PRINTADEX'

Australia has purchased in
1964,  125,000 pairs of
footwear from *Bata* India



Who's Who in Advertising and Public Relations

Abraham, Joseph A. Advtg. Mgr., Larson & Toubro Ltd., Bombay; b.: Aug. 16, 1917; educ.: M.A., Madras Christian College; began with Adart Ltd., and Indian Advtg. Agency; sr. acct. exec., Everest Advtg. Pvt. Ltd., prior to the present position.

Advani, T. V. Mg. Dir. Chelpark Co., Ltd., Madras; b.: Aug. 31, 1919; educ.: B.A. (Econ.), Bombay Univ.; dir. & gen. mgr. Hindustan Carbons Ltd., 1947-52; 25 yrs. experience in admn., mktg. advtg., statistics, accountancy, company law, labour laws; widely travelled; add.: 30, Subba Rao Avenue, Nungambakkam, Madras-6.

Adya, V.A. Advtg. Mgr., Mafatlal Group; b.: Oct. 23, 1923; educ.: M.A.; Bombay Univ.; member: Press Guild of India, Bombay Management Assn.

Aga R. D. Advtg. Mgr. Blue Star Engg. Co., Ltd., Bombay.

Agarwal, S.L. Media & Comml. Contrlr., Lintas Ltd., Bombay, since July 1962; b.: Nov. 5, 1925; educ.: M.A. (Econ.), B.Com. A.C.A.; joined Hindustan Lever Ltd., Aug. 1951, mgr., Organisation & Methods, Jan. 1960; study tours to UK & the Continent in 1955 & 1963.

Ahluwalia, M.S. Advtg. & Sales Promotion Mgr., Nicholas of India Ltd., Bombay; b.: Sep. 15, 1931; educ.: M.A. (Econ.); asst. ed. Indian Builder, Bombay; copy ch. & exec., Shilpi Advtg. Pvt. Ltd., Bombay acct. exec. Everest Advtg. Pvt. Ltd., Bombay; advtg. offr., Glaxo Laboratories (India) Pvt. Ltd., Bombay.

Ahmed Razmi Mgr., Lintas Ltd., Bombay; educ.: Govt. College, Lahore; joined Lintas Ltd., 1941; member: Exec. Committee, AAAI; add.: 11 Kasturi

Bldgs., J. Tata Rd., Churchgate, Bombay-1.

Ahmad, Reyaz Mg. Dir., Sterling Advtg. Pvt. Ltd., New Delhi, b.: Dec. 29, 1922; educ.: B.A. (Hons); M.A., Lucknow; started as journalist in 1948; joined Everest Advtg. Pvt. Ltd., 1958, br. mgr., Delhi, till 1960; founder dir., M.A.A. Pvt. Ltd., Mgr. New Delhi office till Apr. 1962.

Aiyer, R. P. Asst., Killick Industries Ltd.; b.: Sep. 23, 1913; secy., Federation of Electricity Undertakings of India; hon. secy.: Assn. of Electricity Undertakings, western and central India; add.: 518, 18th Rd., Khar, Bombay-22.

Akerkar, P. K. Mg. Dir., The Press Syndicate Ltd., Bombay-1.

Amm, M. G. Dir. (Mktg.), Alembic Glass Industries, Baroda.

Amin, N.R. Dir. (Mktg.), Alembic Chemical Industries, Baroda.

Ananda Rao, R. Publicity Offr., Hindustan Aeronautics Ltd., Bangalore divn.; b.: Aug. 19, 1929; educ.: B.Sc. (Hons.); ed., Vishwakarnataka, Bangalore; sub-ed., News Divn., AIR, Bangalore; ex-vice pres., Mysore State Journalists Assn.; add.: 184, Vasant Nagar, Bangalore-1.

Arora, K. L. Sr. Acct. Exec., Rattan Batra Pvt. Ltd., Bombay.

Ayer, S. R. Mgr., S. H. Benson (India) Ltd., Madras; b.: Sep. 6, 1935; educ.: B.Sc. (Bombay); joined S. H. Benson, (India) Ltd., Bombay, in 1950, acct. exec., Madras, 1961, mgr., Madras, Nov., 1964.

Bahl, G. C. Gen. Advtg. Mgr. (Soaps), Hindustan Lever Ltd., Bombay, since

1955; b.: 1915; educ.: Punjab Univ., 1935; worked with Statesman, Delhi, Civil & Military Gazette, Lahore, till 1947; production mgr., Dept. of Information & Broadcasting, Govt. of India; joined Lintas Ltd., 1949; member: Media Rates Committee, ISA, Managing Committee, Marketing Management Assn.; chairman, Activities Committee, Advertising Club, Bombay.

Baig, M. A. Mgr., J. Walter Thomson Co. Ltd., Delhi; b.: Jan. 11, 1939; educ.: M.A. (History) Delhi Univ., Certificate de la Sorbonne (Paris), France; joined JWT 1962.

Banerjee, S. N. Mg. Dir. Clarion-McCann Advtg. Services Ltd., Calcutta; b.: March 4, 1914; joined D. J. Keymer & Co., 1935; sponsored Clarion 1956; studied British technique of advtg. in U.K. 1949; vice-pres. AAAI; member: ABC Council of Management, Advtg. Council and non-official Advisory Body for DAVP; chairman, Publicity Sub-Committee, India Defence Aid Committee.

Banerjee, Subrata Sr. Exec., Clarion-McCann, Advtg. Services Ltd., Calcutta; b.: 1919; educ.: Calcutta; lecturer, Vishvabharati, 1942; captain, Indian Land Forces, (Public Relations), Burma, Indo-China: 1944; asst. ed. Art in Industry, 1952; acct. exec. D. J. Keymer & Co. Ltd., 1954; joined Clarion Advtg. Services, 1956, br. mgr., Bombay, 1958, res. dir., 1960, transferred to Calcutta office, 1963.

Barve, Achuyt M. Mgr., Shilpi Advtg. Ltd., Bombay; b.: Feb. 3, 1927; educ.: B.Sc.

Batra, Ratan Dir.-in-charge, Ratan Batra Pvt. Ltd., Bombay; b.: Sep. 14, 1912; educ.: Lahore & Mayo School of Art, Bombay; joined Times of India art dept., 1933; established Studio Ratan Batra, 1936; promoter, Commercial Artists Guild & Society of Advertising Practitioners.

Basu, Anil Mgr. Advertising & Public Relations, Goodyear India Ltd., Calcutta.

Basu, B. K. PRO, Durgapur Steel Plant, since 1960; b.: Nov. 25, 1925; educ.: M.A. Calcutta Univ.; joined Press

Information Bureau, Govt. of India, 1948, posted Calcutta, Delhi, Shillong and Naga Hills; former PRO, Ministry of Defence; publicity offr., Min. of External Affairs.

Bedi, Hari P. R. Mgr., Esso Standard Eastern, Inc., Bombay; b.: Oct. 5, 1931; educ.: grad., Delhi Univ., professional training in UK, 1954-62; post-grad., Summer Course in Eng. Litt., Oxford Univ., certificate in journalism from London; all-round reporter & film pg. ed., Kensington News, London, 1956; dir., PR Consultancy, an advtg., agency in London, 1962; member: British Institute of Public Relations, National Union of Journalists; widely travelled abroad.

Bell, D. G. Mg. Dir., S. H. Benson (India) Ltd., Bombay; b.: Feb. 25, 1910; came to India as mgr. L. A. Stronach Ltd., Calcutta, 1937; served Indian Army during war; later mgr., Atlantis (East) Ltd., India, Pakistan, Burma & Ceylon; left India & returned after ten years in 1961; member: Institute of Practitioners in Advertising.

Benegal, M. Advtg. Mgr., Geoffrey Manners & Co. Ltd., Bombay; b.: 1929; educ.: St. Stephen's College, Delhi; programme announcer & producer, AIR, Delhi, 1947, Radio Goa, 1950; asst. acct. exec., Grant Advertising Inc., Bombay, 1952; copywriter, Bennett, Coleman & Co. Ltd., 1954; acct. exec., Lintas Ltd., Bombay, 1957; joined Geoffrey Manners & Co. Ltd., 1962.

Bhatia, B. L. Prop. & Ch. Exec., Pratap Advtg. Agency, New Delhi; b.: Sep. 13, 1923; started an advtg. agency in Lahore; started Pratap Advtg. Agency, 1948; add.: A-14, Praveen Niwas, Kirtinagar, New Delhi-15.

Bhide, (Lt. Col.) V. M. Ch. Comml. Mgr., Bharat Electronics Ltd., Bangalore.

Borkar, S. V. Mkt. Resch. Mgr., J. Walter Thompson Co. Pvt. Ltd.; joined JWT, 1937; deputed as company's rep. to advtg. resch. bureau, 1947; transferred to mktg. resch. dept., 1953, head of the dept., 1955; add.: C-12 Saraswat Colony, Sitaladevi Temple Rd., Mahim, Bombay-16.

Bose, Jadu Gopal Mg. Dir., Indian Publicity Bureau Pvt. Ltd., Calcutta; b.: 1909; joined Indian National Congress, 1928; started Indian Publicity Bureau 1935; associated with several social, cultural and charitable organisations in Calcutta.

Brown, M. C. Acct. Supervisor, S. H. Benson (India) Ltd., Bombay; b.: July 23, 1933; educ.: M.A., Wadham College, Oxford; trainee, asst. exec., and acct. mgr. S. H. Benson Ltd., London, 1957-63.

Chadha, D. P. Gen. Sales Mgr., Nicholas of India Ltd., Bombay, since 1962; b.: Mar. 12, 1929; joined NI in U.K., 1956, exec. NI in India, 1957, northern, southern, & eastern markets, 1957-61, mgr., advtg. & sales promotion dept., 1961, gen. sales mgr., 1963; member, Institute of Sales Management & Marketing, London; add: 11/12 off Haines Road, Worli, Bombay-18.

Chakbast, R. Business Mgr., Blitz Publications Pvt. Ltd., Bombay; b.: 1904; educ.: LL.B., 1935; practised at Lucknow Bar for some yrs.; joined Dunlop Rubber Co. (India) Ltd., Calcutta; mgr., Publicity Society of India, Bombay, 1939; associated with Blitz for the past eight yrs.

Chakravarti, Satya Sharan Sr. Acct. Exec., Clarion-McCann Advtg. Services Pvt. Ltd., Calcutta; b.: 1916; educ.: grad. from Scottish Church College, 1937; joined D.J. Keymer, 1941, production mgr., 1942; add.: 3 Sim Debaprasad Row, Calcutta-14.

Chakravarty, B. Business Exec., Orient Publicity Service, Calcutta; b.: 1936; educ.: B.Sc., Calcutta; add.: 8/1 Russa Road, 3rd Lane, Calcutta-33.

Chakravarty, H. Operations Contrl., Clarion-McCann Advtg. Services Pvt. Ltd., Calcutta; joined D. J. Keymer & Co. Ltd., Calcutta, 1943; acct. exec., D.J. Keymer & Co. 1954 joined Clarion from its inception, 1956, as acct. exec. became operations contrl., 1960.

Chakravarty, J. Prop., Kalpana Advtg. & Public Relations; acct. exec. D. J. Keymer & Co. Ltd., 1940; pubcy offr. B. I. Cables & Indian Cables; mg. dir., Service Advtg. Ltd., till 1949; founder

ed., Life Link, till 1953; PRO, Ananda Bazar Patrika & Hindusthan Standard, Calcutta, 1951-53; sr. acct. exec. L. A. Stronach Ltd., Calcutta, 1954; started Kalpana Advtg. 1956; exec. member, Advtg. Agencies Assn., 1946-49, 1959-60 & 1961-62; lone delegate, 3rd Asian Advtg. Congress, Manila; leader of the Indian delegation, 4th Asian Advtg. Congress, Hong Kong; vice-pres., AAAI 1965; member of Publicity Advisory Board, Govt. of West Bengal; member, General Committee, The Calcutta Club Ltd.

Chatterjee, (Mrs.) P. Advtg. Mgr., Siemens Engg. & Mfg. Co. of India Ltd., Bombay.

Chatterji, Manuj Mohan Mgr. Sahu Jain Services, New Delhi; b.: Jan. 3, 1916; educ.: St. Xavier's College, Calcutta; began with Tea Market Expansion Board; joined D. J. Keymer & Co., 1938; edtl. dept., Indian Finance & Capital; P. R. mgr., Esso Standard Eastern Inc., 1948-62; add.: C-18 Defence Colony, New Delhi.

Chatterji, S. Asst. Mgr., Grant Advtg., Inc., Bombay; formerly: sr. acct. exec. Press Syndicate; ch. sub-ed. & feature writer, Free Press Journal & Bharat Jyoti; add.: Kasturi Bldg., Churchgate, Bombay-1.

Chopra, J. C. Gen. Sales Mgr., Toilet Preparations Divn., Hindustan Lever Ltd., Bombay.

Chopra, Rattan Asst. Dir. D.A.V.P. Min. of I & B, New Delhi; b.: Mar. 18, 1927; National Herald, Lucknow, 1949-53; Indian Express, Bombay, 1953-56; joined D.A.V.P., 1956.

Copas, R. D. Mg. Dir., Hindustan Milkfood Manufacturers Ltd., Nabha, since 1961; b.: Sep. 30, 1920; member: Inst. of Mktg. & Sales Management, London; add.: Bir Nivas, Circular Road, Nabha (Punjab).

Cora Pal (Mrs.) Acct. Exec./Copy Ch., Advtg. & Sales Promotion Co., Bombay; b.: May 20, 1933; ed., Ahmedabad Textile Industry's Resch. Assn., 1957-58; acct. exec., Sista's Pvt. Ltd., Bombay, 1960-65; lecturer in copy, Bhavan's College, Bombay.

Cowasji, Jal B. Publicity Mgr., Air India, Bombay; b.: Oct., 14, 1918; ex-prop., Asiart Advtg. Studio, Bombay, and Asian Printers, Bombay; adm. asst., to Prof. W. Langhammer, art. dir., Times of India art studio, Bombay, for 3 yrs.; I/C, publicity sec. & art studio, Air India, 1955; add.: 'Gitanjali', 73 Walkeshwar Rd., Bombay-6.

Da Cunha, Gerson Creative Contrl., Lintas Ltd., Bombay; b.: June 14, 1929; educ.: B.Sc., St. Xavier's, Bombay; PTI Bombay, 1949-54; JWT, Bombay, (copy dept.), 1954-55; joined Lintas as copywriter, 1955; add.: 37 New Marine Lines, Bombay-1.

Da Cunha, S. Mgr., Advtg. & Sales Promotion Co., Bombay; b.: Oct. 19, 1930; educ.: B.A. (Hons.) Econ.; PR asst., Standard Vacuum Oil Co.; acct. exec., Stronachs Advtg., London; Parvin Fellow Princeton, USA, 1964-65; add.: 19 Kailas, Peddar Rd., Bombay-26.

Dane, Lance Mktg Mgr., Grant Advtg., Bombay.

Das Gupta, C. Advtg. Mgr., Imperial Tobacco Co. of India Ltd., Calcutta; b.: Nov. 20, 1921; educ.: M.A. (Eng.), Calcutta, 1944; formerly acct. exec., D.J. Keymer & Co. Ltd.; founder-secy., Calcutta Film Society, 1947-52; secy. Advtg. Club, 1952; member: exec. council, ABC Ltd., mg. committee ISA; ISA guest lecturer, Indian Inst. of Welfare & Business Management.

Das Gupta, S. K. Acct. Exec., Advtg. & Sales Promotion Co., Calcutta, since 1960; b.: Apr. 15, 1927; joined Grant Advtg., Calcutta, 1947; asst. mgr. Grants, Madras, 1955; sr. acct. exec., Press Syndicate Ltd., Calcutta; 1957-60; add.: 19/2A Central Park, Calcutta.-32.

Das Gupta, S. N. Publicity & PRO, Sen-Raleigh Ltd.; b.: Sep. 1921; educ.: B.Sc., LL.B. (Calcutta); joined Sen-Raleigh, 1955.

Davey, M. J. Mg. Dir., Modern Advtg., Services Pvt. Ltd., Bombay; b.: Mar. 22, 1921; after 7 years' advtg. experience started his own advtg. business in 1949.

Davidson, R. S. J. Pres., West Asia Divn., Grant Advtg., Inc., since Sep.

1963; b.: Nov. 30, 1927; started career as a trainee with H. J. Heinz & Co. Ltd., London, became mgr., export advtg. dept.; joined Aspro Nicholas Ltd., Slough, Buckinghamshire, Mar. 1956 as export advtg. mgr.; Grant's, Karachi, as gen. mgr., Oct. 1958, Calcutta office as mgr., July 1962, vice-pres., West Asia divn., incharge, Grant's Calcutta & Dacca, Oct. 1962; add.: 41 Mayfair Gardens, 34 Little Gibbs Rd., Bombay-26.

Dayal, K. Mg. Dir., Media Agency Pvt. Ltd., Bombay; b.: 1927; educ.: M.A. (Patna); joined Stronachs Advtg., 1951; founded Media Agency, 1952; started separate wing for transport advtg. service, 1952; founder-member, Patna Film Society; convenor, Publicity Committee of Maharashtra U.N. Assn.

De, Ananda Mgr., Mktg., & Pubcy. Dept., General Electric Co., since 1964; b.: 29 July 1931; educ.: B.Sc.; JWT, 1952-60; Imperial Tobacco Co., 1960-64; add.: 7 Rajani Sen Rd., Calcutta.

De, S. K. Pubcy. Offr., Gramophone Co. Ltd., Calcutta; educ.: Calcutta Univ. & EMI Institute (London) for Advtg.; in advtg. since 1940; formerly with National Tobacco Co. of India Ltd.; winner of Dalda's advtg. story contest & HMV slogan contest awards; founder-member, Advtg. Club, Calcutta, secy., 'Rabi-Basar'—a literary assn. of Bengal; author of the first Bengali book on advtg.

Desai, (Dr.) A. H. Sales Mgr., Consumer Products, Johnson & Johnson of India Ltd., Bombay; b.: Dec. 3, 1930; educ.: B. Sc. (Hons.), Ph D. (London); asst. area mgr., professional service mgr., Sarabhai Chemicals, 1956-58; add.: 21, Sun Seen, Pedder Rd., Bombay-26.

Desai, Chandrakant M. PRO, Life Insurance Corp. of India, Bombay; b.: Aug. 14, 1913; educ.: B.A., LL.B., Associate of Federation of Insc. Institutes (India); agency mgr., Bombay Co-op. Insurance Society 1942-44 life supdt., New Great Insc. Co. of India Ltd., 1944-56; dy. div. mgr., L.I.C. Bombay Divn., 1956-58; divn., mgr. for East Africa L.I.C., Nairobi, 1959-63; chairman, PR Committee, Lions Club of Bombay; 'jt. hon. secy. King George V Memorial Infirmary, Bombay.

Desai, Manu Acct. Exec., Clarion McCann Advtg. Services Ltd., Bombay; b.: Oct. 19, 1919; educ.: grad., Pratt Institute in Advtg. Design, 1949; started as an artist, became art dir., and later acct. exec.

Desai, Markand Pubcy. & PRO, Tube Investments of India Ltd., Madras; spent 7 yrs. with Napper, Sinton and Wooley and Cecil Turner & Associates, advtg. agencies, UK; while in England, member: Rotary Club, Publicity Club, Commonwealth Corpds'ts' Association of London, vice-pres. Lions Club of London; hony. dy. PRO, British Junior Chamber of Commerce; member: Southern India Chamber of Commerce, Rotary Club of Madras, Madras Institute of Management and Madras Productivity Council.

Dewanjee, N. Advtg. Exec., Atlantis (East) Ltd., Calcutta; b.: Dec. 1, 1919; educ.: St. Xavier's College, Calcutta.

Dhan Raj Advtg. Mgr., Hindustan Times, New Delhi; b.: Mar. 5, 1920; joined JWT, New Delhi, 1944 & served as mgr. till 1960; joined Hindustan Times as advtg. mgr. in 1960; member, Delhi Rotary Club; founder, Delhi Advtg. Circle; add.: C/50 Greater Kailash No. 1, New Delhi.

Dharam Yash Dev Mgr. (spl. duties), Jayanti Shipping Co. Ltd., New Delhi; trained in commercial publicity & journalism in UK & USA; feature writer to papers, magazines in India, UK, & USA; spl. rep. & war corspdt. on Burma front during World War II; former: dir. of pubcy., Constituent Assembly of India; India's Commr. in Mauritius; joined Jayanti Shipping Co., 1963; add.: 56 Jor Bagh, New Delhi-3.

Dharan, K.V.W. (Sqn. Ldr.) Sr. PRO, Vanaspati Manufacturers' Assn. of India, Bombay; educ.: B.Sc. (Econ.), London; sr. educ. offr., IFA, 1942-59; joined VMA, 1959; fellow of the Royal Geographical Society; member, Royal Society of Teachers; associate, British Institute of Management.

Diwan, P. I. Prop., Adcenter, Bombay; b.: 1914; visualiser and copywriter, 1933-43; mgr. media and outdoor dept., 1944-48; acct. exec., L. A. Stronach & Co. Pvt. Ltd., Bombay, 1949-56; started Adcenter 1957.

Doctor, Mahesh M. Advtg. Mgr. Esso Standard Eastern Inc., Bombay, since 1960; b.: Sep. 14, 1928; educ.: B. Com.; exec. ed., Shri Sayaji Vijay (Baroda dly.), 1948-51, ed. & exec. dir., 1951-54 joined Shilpi Advtg. Pvt. Ltd., as acct. exec., served as chairman, management board, 1958-60.

Domingo, A. M. Mgr., Grant Advtg., Inc., Calcutta; b.: May 21, 1928; educ.: B.A. (Bombay); started as a trainee with Everest Advtg. Ltd., Bombay, 1948; joined Grant Advtg. Inc., 1950; asst. res. rep., Statesman, Bombay, 1954-56; advtg. exec., Philips India Ltd., Calcutta, 1956-61; rejoined Grant Advtg. Inc., Aug. 1961.

Duff-Challen, (Mrs.) M. G. Mktg. Mgr., S. H. Benson (India) Ltd., Bombay.

Dutta, Dinesh Incharge, PR & Advtg., Burmah-Shell, Eastern Zone; b.: Oct. 2, 1914; educ.: grad., Calcutta Univ.; joined Statesman, 1937; central pubcy. dept., Burmah-Shell, 1940; closely associated with Indian Society of Advertisers & Indian Society of Oriental Art; vice-pres., Indian Institute of Art in Industry; add.: 105-D, Block F, New Alipore, Calcutta.

Dutt, Samar C. Gp. Head, J. Walter Thompson Co. Pvt. Ltd., Calcutta; b.: 1923; educ.: B.A. LL.B. (Calcutta); rationing & excise inspector, 1944; founded Phoenix Advtg. Pvt. Ltd., 1956; br. mgr., Everest Advtg. Pvt. Ltd., 1956-61; business tour of UK & Europe, 1952-53, Far East 1959-60; member, exec. committee, Advtg. Club, Calcutta; group commander, Home Guard, Calcutta; add.: 27, Southern Avenue, Calcutta-26.

Engineer, M.H. Pubcy. & PR Mgr., Associated Cement Co. Ltd., Bombay; b.: 1904; educ.: B.A. B.Com.; mgr., Indian Concrete Journal; member: Incorporated Advtg. Managers' Assn., London, Executive Council of the I.S.A.

Ferris, S. P. Mktg. Mgr., Smith Kline & French (India) Ltd., Bombay.

Fielden, Edward J. Chairman & Mg. Dir., J. Walter Thompson Co. Pvt. Ltd., Bombay, & vice pres., JWT Far Eastern Co.; joined JWT, London, 1926, art. dir., Berlin Office, 1927, and

Alexandria office, 1927-30, asst., Bombay office, 1930, mgr., 1931, chairman & mg. dir., on incorporation, 1938; opened branch offices, Calcutta 1935, Delhi 1944, Madras 1955, Colombo 1956, Karachi 1957, and field offices Kanpur & Bangalore, 1958; ex-pres. & hony. secy., ABC Ltd.; vice-chairman, Advtg. Club; ex-pres., Rotary Club; member, Managing Council of Bombay Civic Trust; awarded ISA-Khatu Gold Medal for outstanding contribution to advertising, 1960.

Freitas, D. S. Acct. Supvr., S. H. Benson (India) Ltd., Bombay; b.: Oct. 24, 1935; educ.: B.A. (Hons.); joined S. H. Benson, 1958 as exec. trainee.

Ganapathy, S. Jt. Mg. Dir., Efficient Publicities Pvt. Ltd., Madras; b.: May 5, 1916; educ.: B.A. (Madras) 1937; founded Efficient Publicities, 1945; attached to a leading commercial organisation in South India as salesman, 1940-45; add.: 19 Woods Road, Madras.

Gandhi, Ramanlal Prop. & Acct. Exec., Navnitlal & Co., Ahmedabad; b.: Nov. 3, 1918.

Gangooly, Shrihari Pubcy. Offr., Calcutta Chemical Co. Ltd. since 1947; b.: July 8, 1923; educ.: M.A. (Calcutta); jt. pubcy.-in-charge, Bengal INA Enquiry & Relief Committee, 1945; mgr., Prachar Parishad, Advtg. Agency, 1946; member: Institute of Art in Industry, Academy of Fine Arts, All India Bengali Literary Conference; add.: 35 Pandityia Rd., Calcutta-29.

Ganguli, Mihirlal Jt. Secy. & Advt. Mgr., Amrita Bazar Patrika Pvt. Ltd., and PRO, Jugantar, Calcutta; b.: Mar. 1, 1916; advocate, Calcutta High Court, & Justice of Peace; gen. secy., Congress Municipal Assn., Calcutta; member, exec. committee, IENS; chairman PTI; add.: 2 Shamlal Street, Calcutta-4.

Ganguli, S. Dir., Calcutta Fan Works, Calcutta; b.: Dec. 1, 1916; educ.: M.A., (Calcutta Univ.); with Birla Brothers for some time, Calcutta; joined Calcutta Fan Works, 1948.

Ghista, R. D. Advtg., Mgr., Sarabhai Chemicals, Bombay.

Ghosal Subhas Dir., J. Walter Thompson Co. Pvt. Ltd., mgr. Calcutta office;

add.: 14A St., George Terrace, Hastings, Calcutta-22.

Ghosh, D. P. Advtg. Mgr., Brooke Bond India Pvt. Ltd., Calcutta.

Godiwala, (Mrs.) Anasooya Pubcy. Offr., Godrej & Boyce Mfg. Co. Pvt. Ltd., Bombay.

Gosalia, L. V. Partner, New Universal Advtg. Co., Bombay; b.: July 24, 1924; educ: B.Com.

Grenfell, (Mrs.) R. Group Head, Ulka Advertising, Bombay.

Grewal, C. S. Asst., Media Exec., Directorate of Advtg. & Visual Publicity, New Delhi; b.: Nov. 26, 1916; educ.: M.A., LL.B., Lucknow Univ.; advtg. exec., National Herald, Lucknow, 1947; res. rep. & acct. exec., D. J. Keymer & Co. Ltd., 1950; joined Ministry of I & B, 1956; experience of outdoor advtg., exhibition, market resch. and press advtg.; add.: D-11/258 Chanakypuri, New Delhi-21.

Guha, P. Advtg., Mgr., and Ed., Dunlop Gazette; b.: 1926; joined Dunlop, 1949 in the pubcy. dept.

Guha, Satya P. Mktg. Mgr., Tata Oil Mills Co. Ltd.; age: 39 yrs.; educ.: B.Com., M.A., A.I. Inst. M.S.M., F.S.S. (Lond.); also passed Graphic Reproduction from London School of Printing & Graphic Arts; Everest Advtg., Bombay, 1955-56; Hindustan Lever Bombay, product mgr., 1956, area sales mgr., Calcutta, 1960-61; re-joined Everest Advtg., Pvt. Ltd., 1962; prof.-in-charge, mktg. & advtg. dept., Bharatiya Vidya Bhavan, Bombay.

Guha-Thakurata, P. Pubcy. Mgr., Philips India Ltd., Calcutta; b.: May 27, 1919.

Gupta, A. K. Ch. Exec. & Dir., Publicity Forum, Calcutta; b.: 1913; educ.: Shantiniketan & St. Xavier's College, Calcutta; in advtg. since 1938; started Publicity Forum, 1939; pres. AAAI, 1960-61, first convenor, AAAI.

Gupta, D. K. Pubcy. Mgr., Bata Shoe Co. Pvt. Ltd., Calcutta, since 1957; b.: Apr. 1918; educ.: St. Xavier's College, Calcutta; joined D. J. Keymer & Co., 1935, handled national accts. Dunlop,

Tea Market Expansion Board, Lipton, I.C.I., Philips Lamps, etc., appointed asst. gen. mgr. for India, 1942; visited UK, Paris & Zurich, 1953 to study advtg. & graphic reproduction; joined Press Syndicate, June 1956; member, Art in Industry's edit. board, 1942-45; acted as judge: Art in Industry Exhibition, 1943-44, All-India Printers Conference Exhibition (Calcutta) 1954, International Calendar Exhibition, 1956-60; designed and produced Signet Press publications winning nine State awards, 1955-60; won Art in Industry Award, 1956, for originality in book production.

Gupta, G. S. Acct. Exec., Advertising and Sales Promotion Co., Calcutta; b.: Mar. 23, 1930; educ.: M.Com., LL.B.; started advtg. career as an acct. exec., with ASP, 1954.

Gupta, S. R. Mg. Dir., New fields Advtg. Pvt. Ltd., New Delhi; b.: Jan. 13, 1915; educ.: B.A., LL.B. (Pb.); business mgr., Indian News Chronicle Group, 1948, Times of India Group Delhi, 1950; exec. member, AAAI; member: Advisory Body to the DAVP, Advertising Council of India.

Gupte, S. S. Pubcy. Offr., Premier Automobiles Ltd., Bombay; b.: 1919; educ.: LL.B. (Bombay); advocate, Bombay High Court; joined Premier Automobiles Ltd., 1951.

Haksar, Gyan PR Mgr., Easun Group of Companies, Madras; b.: Oct. 10, 1927; business mgr. and jt. ed., Close-up, Bombay, 1949-50; asst. sales promotion, Latham Abercrombie & Co. Ltd., Forbes Forbes Campbell 1950-51; did business administration, sales management, advertising, journalism and PR courses in U.K.; trainee, Grant Advertising Inc., London; represented The Hindu and allied publications, U.K. 1952-55; former gen. mgr. and jt. ed., Forum Newsmagazine, Bombay; ch. exec., Mars Advertising, Bombay; sr. acct. exec., The Press Syndicate Ltd., Calcutta, 1957-59; PRO, ISCON, Durgapur, 1959-62; mgr. Press Syndicate Ltd., New Delhi.

Hamilton, A. Acct. Exec., J. Walter Thompson Pvt. Ltd., Calcutta; b.: Sep. 7, 1917; educ.: I. Sc. (Cal.); artist, Stronachs, Calcutta, 1939-40; joined JWT,

1941, art. dir. and studio mgr., 1945-52, acct. exec., 1953; add.: 2 Haji Mohammad Monshif Square, Calcutta-16.

Haran, B. P. Prop., United India Publicity Corp., Madras; b.: Mar. 22, 1911; educ.: B.A., LL.B.; started career, 1939; add.: 337 Thambu Chetty Madras-1.

Henderson, E.C.L. Mktg. Dir., LPE-Aiyars Pvt. Ltd., Bombay.

Hiranand Dharamdas Prop., Hero's Publicity Service, Bombay; b.: Jan. 23, 1922; educ.: B.Sc.; started advtg. career at Karachi, 1945; founded Heros' Publicity Service, 1948.

Hiranandaney, K. L. Mktg. & Comml. Exec., J.B. Advani-Oerlikon Electrodes Pvt. Ltd., Bombay.

Ibrahim, A.M. Acct. Exec., S. H. Benson (India) Ltd., Bombay.

Israni, N. H. Mktg. Dir., Pfizer Pvt. Ltd., Bombay.

Iyer, B. S. Regional Advtg. Mgr., Philips India Ltd., Madras; age: 36 yrs.; educ.: A.B.T.I. dip. in advtg. from British Institute of Sales Promotion; started career as a journalist, entered advtg. 1952 with Stronachs; joined Philips, Calcutta, 1956 & transferred to Madras, 1957.

Iyer, G. H. Mani Incharge, Business & Advtg., Indian Finance, Calcutta; b.: Feb., 1960; with Indian Finance since 1928; add.: 116, Lower Circular Rd., Calcutta.

Jagga, R. K. Sr. Acct. Exec., Lintas Ltd., Bombay; b.: Sep. 21, 1926; educ.: grad. (econ.), Punjab Univ.; Lintas, Bombay 1952, br. rep. Delhi 1954-55, radio production mgr. 1955-56, acct. exec. servicing overseas accts. 1957-59, acct. exec., Lintas, London 1961-62; gen. advtg. mgr., Lever Brothers (Ceylon) Ltd., 1963-64.

Jain, Avinash Sr. Acct. Exec., National Advtg. Service Pvt. Ltd., Bombay; b.: July 10, 1936; educ.: B.A. (Hons.), 1957 from St. Xavier's College, Bombay joined National Service, 1957; toured European countries to study modern advtg. techniques, 1961.

Jain, Harish C. Chairman & Mg. Dir., National Advtg. Service Pvt. Ltd. & Chairman, Advtg. Films of India Pvt. Ltd., Bombay; b.: Mar. 1, 1915; educ.: Forman Christian College, Lahore; started advtg. career with Times of India, later worked with Civil & Military Gazette; Bombay br. mgr. of Pioneer Consolidated Co. for 3 years; joined NAS, Bombay, 1940, mgr. dir., 1957 founder-pres. of UNRA and founder-chairman, Bharati Sabha Consumers Coop. Society; attended IAA Conference, Zurich, 1955; led Indian delegation to 2nd Asian Advtg. Congress, Tokyo, 1960; addressed IAA Conference, New York, June 1964; member: AAAI exec. committee, ISA-AAAI media rates committee, Bombay Management Assn., Inst. of Mktg. & Sales Management, London, 1952, Govt. of India Advtg. Advisory Committee; pres. The Formanites, Bombay; widely travelled abroad.

Jain, Kailash C. Exec. Dir., I/C Calcutta & Delhi offices of National Advtg. Service Pvt. Ltd. & Mg. Dir., Advtg. Films of India Pvt. Ltd., since 1958; b.: 1922; educ.: Bombay Univ.; started with NAS, 1943, Delhi mgr., 1948-50, secy. & dir., till 1956; member: Calcutta Management Assn., dir. Lion's Club, Calcutta; add.: 25 Lansdowne Rd., Calcutta-20 & 127 Golf Links, New Delhi.

Jain, Subhash Chandra Sr. Acct. Exec., National Advtg. Service Pvt. Ltd., Bombay; NAS, 1959, head of films div., later acct. exec. 1961; add.: "Vasantputra", 13th Rd., Khar, Bombay-52.

Jain, S. K. Pubcy. Offr., All-India Handicraft Board, New Delhi; b.: Jan 8, 1932; educ.: M.A.; pubcy. Offr., National Instt. of Communicable Diseases, Ministry of Health, 1958-64; travelled Continent as rep. of Auger & Turner, pubcy. specialists; add.: A-44 Pandara Rd., New Delhi.

Jayaraman, K. Dir. & Gen. Mgr., Madras Advtg. Co. Pvt. Ltd., Madras; b.: 1912; over 30 yrs. experience in advtg., sales promotion & PR; add.: 1/12 Sadasiva Iyer St., Gopalapuram, Madras-6.

Joshi, Umesh Br. Mgr., Sekai Pvt. Ltd., Calcutta; b.: Dec. 26, 1927; educ.: B.A.

(Hons.), M.A.; lecturer, Lucknow Univ., 1950; pubcy. and sales-in-charge, E.M.C. Calcutta, 1958; sr. exec., Sahu Jains, 1960; add.: 88, Karnani Estate, Calcutta-17.

Jugal, Srimal Dir., Progressive Publicity Service, Calcutta; add.: 16/3, Gariahat Rd., Calcutta-19.

Kakodkar, P. K. Pubcy. Mgr., Franco-Indian Pharmaceuticals Pvt. Ltd., Bombay; b.: Apr. 28, 1925; educ.: B.A. (Hons.); propaganda mgr., Indian Scheming Ltd., 1954-57; add.: Chandrabala Estate, 30th Rd., Bandra, Bombay-30.

Kankalil, George Mgr. Advtg. & Sales Promotion Co., Bangalore; educ.: M.A., Madras; joined A.S.P., Bombay, 1956, I/C Delhi br., 1960, Bangalore br. 1961.

Kantawala, J. M. Res. Dir., Press Syndicate Ltd., Calcutta, b.: 1919; educ.: M.A. (Cantab); formerly sr. acct. exec., JWT.

Kapoor, P. D. Mg. Partner, K. S. Kapoor & Co., Bombay.

Kanpur, T. S. Mgr. Sales Promotion & Advtg. Dept., Remington Rand of India Ltd.; b.: Aug. 31, 1931; educ.: LL.B.; studied commercial art at Mayo School of Arts, Lahore, & Sir J. J. School of Arts, Bombay; joined Remington's advtg. dept., as asst., 1957, promoted to present position, 1960; member, Incorporated Advtg. Mgrs' Assn., London, 1963.

Kasim, V. M. Mktg. Mgr., Rallis India Ltd., Bombay.

Kathok, K. S. Advtg. Mgr., Commerce; b.: Aug. 30, 1918; educ.: undergrad.; add.: Mehta Bldg., Block B, 2nd Floor, Pasta Rd., Dadar, Bombay-14.

Katra, H. T. Offr., Pubcy. & PR Dept., Voltas Ltd., Bombay; b.: Apr. 10, 1924; educ.: B. A. (Hons.); joined Voltas, 1947, presently in charge press, cinema and radio pubcy.; worked for several yrs. on ISA and ISA-AAAI Media Rates Committee; jt. secy., Advtg. Club, Bombay, 1962-63 & 1963-64.

Katrak, K. D. Exec. Dir., LPE-Aiyars Pvt. Ltd., Bombay.

Katrak, (Mrs.) Usha Acct. Exec., Advertising & Sales Promotion Co., Bombay, since 1956; b.: July 27, 1929; associated with W. S. Crawfords Ltd., London, 1947-59.

Khaizer, M. Z. Mgr. Secy., The Press Syndicate Ltd., Bombay.

Khan, B. A. Secy. and Accts. Exec., India Publicity Co., Ltd., Calcutta; b.: June 21, 1918; educ.: grad.; rep., Marketing Advertising Associates Pvt. Ltd., in eastern zone, 1961-63.

Khan, Z. H. PRO., Shalimar Tar Products Ltd., Calcutta; b: Dec. 18, 1914; educ.: Sr. Cambridge, Lucknow, I.Sc., Calcutta; started as copywriter with JWT; joined Press Syndicate, 1959, acct mgr., 1961; add.: 8 Abdul Ali Lane, Calcutta-1.

Khanna, R. C. Sr. Acct. Exec. and Training Mgr., Lintas Ltd., Bombay; b.: Dec. 22, 1925; educ.: B.A.; over 18 years experience in advtg.

Kharas, H. A. Res. Dir., Clarion-McCann Advtg., Services Ltd., Bombay b.: Nov. 9, 1913; copywriter, Times of India, 1937-45; mg. dir., Everest Advtg. Ltd., 1946-48, dy. mg. dir., 1948-60; res. dir., Clarion, since 1961; add.: 140 Cumballa Hill, Bombay-29.

Khosla, B. N. Advtg. Mgr., Indian Express, New Delhi; b.: 1904; educ.: B.A., Punjab Univ.; mg. dir., Laurella Publication, 1959.

Krishnan, S. Dir & Secy., Efficient Publicities Pvt. Ltd., Madras; b.: July 4, 1909; educ.: B.A., (Madras), 1929; started career as a teacher; gen. mgr. of cashew export firm, 1947; joined Efficient Publicities, as dir-in-charge, contact and new business development, 1947.

Kurien, A. T. J. Gen. Mgr., Advtg. & Sales Promotion Co., Calcutta; b.: 1913; educ.: Kerala & Madras, and specialised in advtg. in London; formerly with: D. J. Keymer, Hindustan Lever, J.K. Industries and Govt. of India; joined A.S.P. as mgr., Bombay br., 1945.

Kurian, K. Sr. Acct. Exec., Advtg. & Sales Promotion Co., Bombay; b.: May 23, 1928; educ.: M.A., Madras Christian College; formerly: lecturer in English; asst. infma. offr. Govt. of India; staff journalist with Free Press Journal, Indian Express and Bombay Chronicle.

Lahiri, N. K. Pubcy. Exec., Hindustan Aluminium Corpn. Ltd., & Ed., "Hindalco Journal"; age: 38 years.; educ. M.A., B.L., Dip. in Journalism; asst. ed. Searchlight, 1948-60; ed., National Council of Applied Economic Research, New Delhi, 1960-36; author of 4 books in English; travelled U.K., Europe, U.S.A., Japan & S.E. Asian countries; add.: 45/A Choudhurypara Lane, Santragachi P.O., Howrah-4 (Ben.).

Lahiri, S. K. Sr. Acct. Exec., Lintas Ltd., Bombay; b.: Oct. 29, 1919; educ: B.A., Calcutta Univ.; acct. exec. & mgr., Service Advtg. Agency Ltd., Calcutta, 1946-50; acct. exec Lintas Ltd., 1951-54; advtg. mgr., Hindustan Vanaspati Mfg. Co. Ltd., 1954-55; sr. acct. exec. Lintas, 1955-60, accti, group head, 1960; with Lintas in London, 1958; founder-member, Advtg. Club; member, Steering Committee and Advtg. Convention, 1960.

Lal, V.K. Mg. Dir. Ranjit Sales & Publicity Pvt. Ltd., Bombay; b.: Sep. 3: 1925; educ.: Govt. College, Lahore; member: exec. committee, AAAI, ISA-AAAI Media Rates Committee.

Mani, N.S. Acct. Gp. Hd., J. Walter Thompson Co. Pvt. Ltd., Calcutta, b.: Jan. 26, 1918; joined Calcutta office 1937, production mgr., 1945-48, traffic mgr., 1948-50, acct. exec. 1951-56, office mgr. & acct. gp. hd., 1957.

Malaney, H. Mktg. Mgr., Tata Oil Mills Co. Ltd., Bombay.

Mandapaka, J. R. Mktg. Contr., Kusum products Limited, Calcutta-1; b., Mar. 16, 1929; educ.: B.Sc. salesman: Hindustan Lever, 1952-56, field propaganda supvr., 1957; asst. area sales mgr., 1958-61, area sales mgr., 1962; add.: P. 408, Jodhpur Park, Calcutta-31.

Marsh, A. H. Advtg. Mgr., Statesman, Calcutta; b.: Mar. 3, 1913; joined advtg. dept., Statesman, 1938; commissioned in Royal Air Force, 1940; rejoined Statesman as advtg. mgr., 1955.

Mathias, Morris Mktg. Contr., Soaps Divn., Hindustan Lever Ltd.

Mathur, P. S. Dir., Pubcy., Govt. of West Bengal, Calcutta; b.: 1915.

Tele { Gram: STATIND, INDORE
Phone : 5094.

THE MADHYA PRADESH STATE INDUSTRIES CORPN. LTD. I N D O R E

Incorporated in the State of Madhya Pradesh under the Companies Act, 1956.

(A State Government Undertaking)

AUTHORISED CAPITAL: .. 1.50 Crores

A Corporation established for taking over from the Government of Madhya Pradesh existing medium industries or establishment and for the development of new industries.

The Corporation has at present on hand the following Industrial Units:

- | | |
|--|---|
| (1) Spinning Mill, Sanawad. | Fine yarn for power and handloom weavers. Capacity 12,500 spindles. Estimated cost of plant Rs. 65 lacs. |
| (2) Ratlam Alcohol Plant, Ratlam. | Rectified and Denatured spirit from molasses. Capacity 3,000 gallons of Alcohol per day. Estimated cost of plant Rs. 35 lacs. |
| (3) Cottonseed, Solvent Extraction Plant, Ujjain. | Extracted cottonseed cakes and ground nut cakes. Capacity to process 85 tonnes-per day. Estimated cost of plant Rs. 55 lacs. |
| (4) Gwalior Engineering Works, Gwalior. | C.I. Pipes and specials, Sluice gates, Hospital and other steel furniture, Bus bodies, Motor parts etc. |
| (5) Gwalior Potteries, Gwalior, | Table ware crockery, (coloured and white) Stoneare pipes, glazed tiles etc. |
| (6) Gwalior Leather Factory, Tannery and Tent Factory, Morar, Gwalior. | Footwear, and tents for civil and military needs, suit-cases campcosts etc. Tanning of hides and game skins etc. |

BOARD OF DIRECTORS

- | | |
|---|---------------------------|
| 1. Shri S. N. Mehta, I.C.S.
(Chairman M.P. Electricity Board, M.P., Jabalpur). | <i>Chairman.</i> |
| 2. Shri R. C. Roy, I.A.S.,
Labour Commissioner, M.P., Indore. | |
| 3. Shri S. B. Lal, I.A.S.,
Director of Industries, M.P., Indore. | |
| 4. Shri Chandansinha Bharkatiya,
Director, Malwa United Mills, Ltd., Indore. | |
| 5. Shri Narsingh Das Malpani. | |
| 6. Shri P. C. Agarwal | <i>Managing Director.</i> |

Inquiries solicited.

Mehrji, S. M. H. Mktg. Mgr., Sandoz (India) Ltd., Bombay; educ.: Bombay & London, passed Bombay Univ. degree courses in economics & law; four yrs. as copy writer, sr. acct. exec., JWT; associate member, Incorporated Advtg. Mgrs. Assn.; member, Advtg. Assn., London.

Mehta, Ashvin Advtg. & PR Mgr., British Drug Houses (India) Pvt. Ltd., since Mar. 1964; b.: July, 17, 1931; educ.: M.Sc.; scientific asst., Mac Laboratories Ltd., 1955-59; advtg. exec., BDH, 1959-63; PRO, Hindustan Antibiotics Ltd., 1963-64; add.: Pushpa Griha, Khar Pali Rd., Bombay-50.

Mehta, B. H. Excc., Ajanta Advertising, Bombay.

Mehta, F. K. R. Mktg. Mgr., Cadbury-Fry (India) Pvt. Ltd.; b.: May 24, 1932; educ.: M.A., LL.B., 1954; liaison offr., Tata's PR dept., 1957; asst. to the office of the chairman, Tatas, 1958; admn. asst., Tata Hydro Co., 1959; offr.-in-charge, art dept., Tata Services Pvt. Ltd., 1962; sr. acct. exec., S.H. Benson (India) Ltd., Bombay, 1964; add.: Prem Milan, 87-B, Napean Sea Rd., Bombay-6.

Mendieta, A. Mgr. Advtg., Sales Promotion & PR, Caltex, Bombay; b.: 1917, educ.: Calcutta; L. A. Stronach & Co. 1936; asst. advtg. mgr., Times of Ceylon, 1939; General Advtg. Agency (India) Ltd., Calcutta, 1942; acct. exec., Grant Advtg. Inc., 1947, asst. mgr., Bombay, 1953; advt. mgr., Times of India 1953; Caltex 1956; chairman, Media Rates Committee, I.S.A.; add.: Noshirwan Mansion, 9 Henry Rd., Bombay-1.

Menon, M. A. Client Services Mgr., The Press Syndicate Ltd., Bombay.

Menon, M. R. Dir of Mktg., Parke-Davis (India) Ltd., Bombay; b.: May 5, 1925; educ.: B.Sc.; analytical chemist and sales organiser for Chemical Engineering Equipment; joined Parke-Davis as medical rep., 1947, asst. sales mgr., 1953-56, sales mgr., 1956-64, dir. of mktg., 1965; participated in several international sales and marketing seminars, widely travelled; add.: Iqbal Nivas, 17th Rd., Khar, Bombay-52.

Menon, T. K. R. Sales Mgr., Anglo-French Drug Co. (Eastn.), Bombay.

Millar, Arthur T. Pubcy. Offr., Rallis India Ltd., Bombay; b.: July 27, 1929; educ.: certificate from Royal Drawing Society, London, J. J. School of Arts, Bombay; joined Rallis India, 1958.

Misra, B. S. PRO, Northern Railway, New Delhi; b.: 1922; before joining Railways worked on various editl. assignments in different English & Hindi dly. newspapers; news ed., "Advance", 1946; edited two Hindi mthly. magazines; served with advtg. agencies.

Misra, J. PRO, Metal Box Co. of India Ltd., Calcutta; b.: Jan. 12, 1940; educ.: B. Sc. (econ.) London School of Economics; joined Metal Box, 1961; add.: 8/5/1 Alipore Rd., Calcutta-27.

Misra, S. N. Dir. and Print Mgr., Clarion-McCann Advtg. Services Ltd., Calcutta; b.: Feb. 24, 1917; joined D. J. Keymer, 1936; add.: 7 Babulal Lane, Calcutta-7.

Mistry, Ronny D. Advtg. Mgr., Eve's Weekly Pvt. Ltd., Bombay.

Mitra, Chitta Market Resch. Exec., & Head of Dept. of Resch. & Mktg., J. Walter Thompson Co., Pvt. Ltd., Calcutta; b.: June 1, 1929; educ.: M.A. (econ. with statistics), at Agro-Economic Research Centre, Visva Bharati Univ., Santiniketan, 1954-55; Indian Statistical Institute, Calcutta, 1955-62.

Mitra, Kaushik Mgr., Advtg. Corpn. of India Pvt. Ltd., Calcutta; b.: Apr. 2, 1910; educ.: M.A. D.S.E. (Calcutta); member: Signa Delta Chi (U.S. professional journalists' assn.); add.: 109-B, S. P. Mookerjee Rd., Calcutta-26.

Mody, Kali H. Prop., PR India, Bombay; b.: Oct. 23, 1922; educ.: Harrow School (U.K.), B.Sc. from New York Univ., post grad., Harvard Univ., Graduate School of Business Administration; mg. dir., The Diners' Club (India), Bombay since 1960; sr. offr., wks., admn. dept., Associated Cement Cos. Ltd., Bombay, 1943-45, head PR dept., 1949-59; add.: 1, Carmichael Rd., Bombay-26.

Mukerji, H. N. Sr. Acct. Exec., S. H. Benson (India) Ltd., Calcutta; b.: Sep. 28, 1924; educ.: M.A. (econ.) St. Stephen's College, Delhi; lecturer

in economics; switched over to journalism, 1951; worked as sub-ed., asst. ed., & ch. feature writer; joined Stanvac (now Esso) as PRO, 1959; joined Bomas Ltd., as sr. acct. exec.

Mukerjee, R. C. Ch. Exec. and Mg. Dir., Press and Publicity Syndicate Pvt. Ltd., Calcutta; add.: 53 Radha Bazar Lane, Calcutta-1.

Mukherjee, T.B. Exec. Dir., Progressive Publicity Service, Calcutta; b.: Sep. 1914; educ.: grad. (econ.), 1933; started career as dir., Publicity Forum, 1939; National Herald, 1949-50; Pioneer, 1951-52; Times of India, 1952-53; joined Progressive Publicity, 1954; add.: 4/10 Ekdallia Rd., Calcutta-19.

Mulla, F. S. Ch. PRO, Tata Industries Pvt. Ltd.; b.: Jan. 20, 1911; educ.: B.A., LL. B. (Bombay); dir., Lakme Ltd.; pres., Public Relations Society of India; member: Indian Society of Advertisers, Public Relations Society of America, and Institute of Public Relations, London.

Mundkur, B. B. Gen. Advtg. & Development Mgr., Hindustan Lever Ltd., Bombay; b.: Feb. 18, 1922; educ.: M.A. (econ.), St. Stephen's College, Delhi; mktg. resch. mgr., Hindustan Lever, 1947-61; acct. exec. Lintas Ltd., 1961-62.

Mundkur, B. B. Prop., Ulka Advtg., Bombay; b.: July 6, 1925; joined D. J. Keymer, 1952; started own agency, 1961.

Munjee, Ahmed Sr. Acct. Exec., Marketing & Advertising Associates Bombay; worked with JWT; experience in mktg., distribution of consumer products; joined MAA, Oct. 1961.

Nabis, N. N. Gp. Hd., JWT, Calcutta; b.: Mar. 1, 1922; educ.: grad. Gauhati, 1941; acct. exec., ASP, 1945; Grant Advtg., Inc., Calcutta, 1948; gen. mgr., Press Syndicate, Calcutta, 1956; JWT, 1962; add.: 1/1 Kimber Street, Calcutta-17.

Nair, G. K. Br. Mgr., Aiyars, Calcutta; b.: Nov. 19, 1929; educ.: B.A., B.Com.; acct. exec., Eastern Advtg., 1954-57; PRO, Express Newspapers, 1958-60; add.: 30/2 Jhowtolla Rd., Calcutta-17.

Nair, M. C. Dir., Everest Advtg., Pvt. Ltd., Bombay; b.: June 3, 1931; educ.:

B.Sc., D.B.M.; joined Everest as asst., media dept., 1950, became media mgr., 1952, sr. acct. exec. 1960, elected to board of dirs., 1961.

Nandy, S. N. Ch. Exec., Calcutta New India Publicity, Calcutta.

Narasimhan, V. Advtg. & Sales Promotion Exec., Philips (India) Ltd., Delhi; b.: Feb. 5, 1926; worked in war propaganda, Govt. of India, 1945-46; Gen. Advtg. Agency (India) Ltd., Calcutta, 1946-47; Grant Advtg. Inc., Calcutta, 1948-53; Hindustan Times (br. office) Calcutta, 1955; joined Philips, 1956.

Narayan, C. A. Advtg., Mgr., & PRO, Indian Express Group of Newspapers, Bombay; b.: Dec. 5, 1918; exec., circulation dept., Indian Express, Madras, 1940, mgr., br. office, Bangalore, 1943, advtg. mgr., 1945, PRO & advtg. mgr., Bombay office, 1954; add.: Quest End, 45 Cuffe Parade, Bombay-5.

Narielwala, P. D. Gen. Mgr., Aiyars Advtg. & Mktg., Bombay.

Neelakandan, K. S. Advtg. Mgr., Pfizer Pvt. Ltd., Bombay; b.: 1933; training in advtg. & PR at Bensons, Bombay; pubcy. offr., Dumex 1957, advtg. mgr., when Pfizer took over Dumex; add.: "Suswagatham", Chembur, Bombay.

Noorani, H. Mktg. Mgr., Geoffrey Manners & Co. Ltd., Bombay; b.: Feb. 14, 1929; formerly with industrial & Glamour Photography at Studio Graham, Bombay; did advtg. photography in Lintas Ltd., also worked as acct. exer

Oswal, D. B. Br. Mgr., National Advertising Services, New Delhi; b.: Apr. 24, 1927; joined NAS, Bombay, 1951, as acct. exec., br. mgr., Delhi,

Padamsee, I. H. Dir.-in-charge, Sales, Export & Pubcy., Eagle Vacuum Bottle Mfg. Co. Pvt. Ltd., Bombay; b.: Dec. 27, 1922; dir., since Company's inception in India, 1956.

Palmer, P. L. (M.I.P.A.) Dir., S. H. Benson (India) Ltd., Calcutta; b.: Oct. 5, 1920; educ.: passed I.P.A. membership examination in 1955; joined S. H. Benson Ltd., in U.K., 1946, media mgr.,

1957, acct. exec., 1961; lecturer on media and campaign planning at City of London College, London.

Pandit, G. P. Br. Mgr., Clarion-McCann Advtg. Services Ltd., New Delhi; b.: Nov. 29, 1928; educ.: St. John's College, Agra; spl. educ. rep., Indian Press Ltd., Allahabad, 1948-56; joined Clarion, 1956; add.: 1/90 Connaught Circus, New Delhi.

Paranjoti, Victor Dy. to Pubcy. and PR mgr., Cement Mktg. Co. of India Ltd., Bombay; b.: May 24, 1906; educ.: M.A. (Hons.), F.I.G.C.M., M.I.A.M.A., M.B.I.E., F.I.A.L., Bangalore, Madras and London; joined editl. staff of Mail, Madras; dy. dir. gen., AIR, 1945, jt. ed.-in-charge, India, 1949; composer, conductor, dramatist, free-lance journalist; founder pres., Indian Assn., of Industrial Editors; member: International Council of Industrial Editors, American Assn. of Industrial Editors, London Society of Organists, Press Guild of India.

Parack, T. R. Gen. Sales Mgr., D.C.M. Chemical Works, Delhi; b.: Mar. 1922; educ.: B.Sc., LL.B. Delhi, Master in Business Admn., Stanford, California, USA; now teaching mktg., purchasing, storekeeping, to M.B.A. classes, Delhi Univ.; awarded Davis B. Grey Memorial Award by the Purchasing Agents Assn. of Northern California.

Parikh, S. M. Partner, 3 Brothers & Fils, 144 Mahatma Gandhi Rd., Bombay-1.

Parthasarathy, S. Mg. Dir., F. D. Stewart Pvt. Ltd., Madras; b.: Nov. 11, 1906; educ.: grad., Presidency College, Madras, 1926; worked as salesman for Lever Bros. Ltd., 1928-32; with Hindu in cir., editl., and ad. depts., 1933-61, retired as ad. mgr., 1961 and took over F. D. Stewart Pvt. Ltd.

Parthasarathy, R. Pubcy. & PRO, Mettur Chemical & Industrial Corpn., Ltd., Madras; educ.: M.A. (Eng.), diploma in advtg.; news ed., Hyderabad Bulletin, Secunderabad; mg. partner of R. P. Associated (PR counsellors.).

Parthasarathy, V. V. Comm. Offr., Bharat Electronics Ltd., Bangalore; b.: Oct., 16, 1926; educ.: B.Sc., B.L., Madras; Indian Airlines Corpn., New

Delhi, 1956-60; State Trading Corpn., 1960-63; joined BEL June 1963; author, "India and the Commonwealth"; add.: C-55, Officer's Quarters, BEL Estate, Jalahalli, Bangalore-13.

Parvez, S. S. Mg. Dir., Gayways Publicity Pvt. Ltd., Delhi; b.: 1914; educ.: D.A.V. College, Rawalpindi; started as journalist; worked as advt. mgr. of Riyasat Wkly for two yrs.; edited & published a mthly. journal for four yrs.; started Gayways Publicity, 1944; converted Gayways Publicity into a Pvt. Ltd. concern in 1963; author of a dozen books; add.: 18A/3 Rohtak Road, New Delhi-5.

Patel, Ashok C. Dir., Chandan Metal Products Pvt. Ltd., Baroda; educ.: M.M.E. (USA); dir., Khira Steel Works Pvt. Ltd., Bombay, 1956-58.

Patel, A. M. Chairman & Mg. Dir., Everest Advtg. Pvt. Ltd., Bombay; b.: 1907; ch. rep., Bennett, Coleman & Co. Ltd., (for 21 yrs.); founded Everest Advtg. Pvt. Ltd., 1946; headed AAAI delegation in 1951 to The International Advertising Conference (London) on behalf of India and S.E. Asia; chairman, College of Mktg. & Advtg., Bombay; member of the board, College of Journalism, Bharatiya Vidya Bhavan, Bombay.

Patel, Burjor Advtg. Mgr., Jam-e-Jamshed; b.: Aug. 17, 1930; educ.: LL.B.; joined Bharatiya Vidya Bhavan as office secy., Kala Kendra dept., 1954; joined Jam-e-Jamshed, advtg. dept., 1956, advtg. mgr., 1959; add.: 'Heera Meher', Woodhouse Rd., Colaba, Bombay-5.

Peerboy, Ayaz S. Mg. Dir., Marketing Advertising Association Pvt. Ltd., Bombay; chairman, India Publicity Co., Calcutta.

Pereira, B. C. Creative Dir., LPE-Aiyars Pvt. Ltd., Bombay; b.: Nov. 23, 1928.

Pereira, John Mktg. Mgr., Chesebrough-Pond's Inc., Bombay.

Phookan, J. Pubcy. Offr. Assam Oil Co., Ltd., Digboi, Assam since 1954; educ.: studied industrial journalism with the B.A.I.E. & Industrial Welfare Society, London; worked as corpsdt., PTI, Statesman & Assam Tribune; sub-

ed., Assam Tribune; ed., Janmabhum (Assamese); resch. offr., Press Commission, Govt. of India; visited UK, European countries & Egypt in 1961.

Pradhan, Madhav The Delhi Cloth & Gen. Mills Co. Ltd., Delhi; educ.: B.Com. M.B.A.; JWT, 1956-60; DCM 1960.

Prakash, Satya Rep., in India for Barnett & Reef Associates Inc., International Division of Harshe, Rotman & Druck, New York; b.: Nov. 26, 1921; educ.: B.Sc. (Agra), 1941; business Mgr., Min. of I & B, New Delhi, 1948-49; publications offr., UNESCO, Paris, 1949-51; secy., Federation of Hotel & Restaurant Owners' Assns. of India, & ed., Tourist News, 1951-55; exec. offr., Indian Industries Fairs, 1955-56, Min. of Rlys. New Delhi, 1956-59; ch. PRO, Hindustan Steel, Ranchi, 1959-61; pubcy. offr., All India Handicrafts Board, New Delhi, 1961-63; PRO, Punjab National Bank Ltd., New Delhi, July 1963—Feb. 1965; delegate from India to the Third World Congress on Public Relations, Canada; member: International PR Association, PR Society of America; add.: A-9A, Green Park, New Delhi-16.

Prasad, J. Mgr. & Ch. Exec., Central Publicity Service, Calcutta; educ.: B.Sc. (Cal.); member, exec. committee, AAAI.

Premnarayan Indrayen Mg. Dir., Sista's Pvt. Ltd., since 1952; b.: 1923; educ.: St. Xavier's College, Bombay; former pres., AAAI; member: ISA Media Rates Committee, Activities Committee of Advtg. Club, Bombay, Govt. of India Advisory Committee for Advtg. & Visual Publicity, Small Newspapers Enquiry Committee.

Prinja, D. P. Prop., National Publicity Service, New Delhi; ex-mg. prop., Daily Prabhat, Lahore.

Purohit, V. K. PRO, Mukand Iron & Steel Works Ltd., Bombay; b.: Apr. 12, 1927; educ.: B.A. (Hons.); music, art & literary critic; add.: "Nirvan", Sarojini Rd., Vile Parle, Bombay-56.

Rai, Hem Mktg. Mgr., Colgate-Palmolive (India) Pvt. Ltd., Bombay; educ.: M. Inst. M.S.M. (Lond.), A.M.B.I.M. (Lond.); vice-pres. for West Asia, Grant Advtg. Inc., till July 1962; study tour of

U.S.A. Canada, Philippines & Thailand, 1957; with the Counter-Propaganda Divn. during World War II; member, Inst. of Mktg. & Sales Mgrs., London; add.: E-3 Amalfi, Nepean Rd., Bombay-6.

Raja, H.T. Sales Exec. (Pubcy.), Bajaj Electricals Ltd., Bombay; b.: Oct. 11, 1925; educ.: B.Com.; New India Assurance Co. Ltd., Bombay, 1954-58; sales exec., (pubcy.), Calico Mills, Ahmedabad, 1958-60; add.: 17 Dev Chaya, Tardeo Rd., Bombay-34.

Rajan, S. G. Advtg. Mgr., Kilburn & Co. Ltd., Calcutta.

Raje, P. M. PR Mgr., Hindustan Machine Tools Ltd., Bangalore; b.: Sep. 26, 1920; educ.: B.A.; infmn. offr., Bombay Govt.; PRO, Regional Employment Exchange, Bombay; head of pubcy. dept., Bombay P.C.C., 1949-52; spearheaded Bombay Congress election campaign, 1951; associated, Greater Bombay Journal, 1952-54; infmn. offr. P.I.B., Govt. of India, 1954-56; handled publicity for Finance and Transport Ministries, Planning Commission and Oil & Natural Resources body; joined HMT, 1956.

Rakshit, H. R. PRO, Hindustan Steel Ltd., Ranchi; b.: 1924; educ.: B.A. (Cal.); started as journalist with Eastern Express (Eng. dly) & Bharat (Bengali dly); ed., Arthik Bharat (Bengali ecom. journal); asst. ed., India At A Glance; acctg. exec. & PRO Clarion Advtg. Services Pvt. Ltd.; PRO, German Industries in India, Rourkela.

Ramabadran, K. Prop., Moulis Advtg. Service, Madras; started the agency, 1959; add.: 42 Whites Rd., Madras-14.

Ramachandran, P. G. Mktg. Contlr., Vinar Ltd., Calcutta; b.: June 27, 1932; educ.: B.A. (Hons.) economics, Presidency College, Madras; joined Hindustan Lever Ltd., as management trainee, 1953, later, development and ad. mgr., toilet preparations divn.

Ramachandran, S. Jt. Mg. Dir., Efficient Publicities Pvt. Ltd., Madras; b.: Mar. 7, 1914; educ.: B.A. (Madras); resch. chemist till 1939; exec., Ordnance Services, Govt. of India, during World War II; founded Efficient Publicities

Ltd., 1945; add.: 19 Woods Rd., Madras.

Raman, T. S. Ch. Exec., B. Dattaram & Co., Bombay.

Ramnath, T. S. Ad. Mgr., The Times of India, Bombay.

Ramu, S. Mg. Partner, General Publicity Service, Bombay; b.: Nov. 28, 1901; works mgr., Associatd Newspapers of Ceylon Ltd., 1927-42; dir. and gen. mgr., Commercial Printing Press Ltd., 1943-64; ex-pres. All India Master Printers' Federation, chairman, advisory committee—Institute of Printing, Bombay.

Ranganath, B. V. PRO, Indian Oil Corporation Ltd., Bombay; b.: 1925; educ.: St. Joseph's College, Trichy, LL.B. (Bombay); joined Ministry of I & B. 1956; former spl. corspdt., AIR; joined IOC, Nov. 1962.

Rao, P.V. Sales Mgr., Boots Pure Drug Co., Bombay.

Roy, P. C. Mg. Dir., Phoenix Advtg., Pvt. Ltd., Calcutta; b.: 1920; educ.: B.A.; add.: P 238 Lake Rd., Calcutta-29.

Roy, P. J. Sr. Acct. Exec., Advtg. & Sales Promotion Co., Calcutta; b.: May 29, 1911; educ.: B.A. (Hons.) Presidency College, Calcutta; began with Spicers Ltd., Blackfriars, London, asst. mgr., Bombay br., 1936-38; joined Lever Bros. (India) Ltd., 1938; exec. in Lintas Ltd. Bombay, 1941-47; sr. PRO, Vanaspati Mfrs. Assn. of India, 1947-57; sr. acct. exec., ASP, Calcutta, since 1958; relayed sports broadcasts from AIR, Bombay, 1945-48.

Roy, Protap Advtg. Mgr. for India, Nestle's Products (India) Ltd.; educ.: grad., Calcutta Univ. & diploma, Royal Drawing Society, London; formerly acct. exec., JWT, Bombay & Calcutta, incharge, Calcutta Office, Reader's Digest Assn.; PRO, Sahu Jain Industries.

Saldanha, Walter Exec. Dir. LPE Aiyars Pvt. Ltd., Bombay; educ.: Bombay; acct. exec., JWT, Bombay; dir. group head, MAA, Bombay till April 6, 1965.

Sali, M. C. Prop., Stusa Advtg., Bombay; educ.: G. D. Art (Comm.).

Sangal, J. P. Pubcy. Offr., Jay Engg. Works Ltd., Calcutta; b.: June 15, 1920; educ.: M.A., Allahabad Univ.

Sanyal, Kamal (Mrs.) Accts. Exec., India Publicity Co., Ltd.

Sanyal, Prasanta PRO, Indian Oxygen Ltd., Calcutta.

Sardesai, Onita (Mrs.) Acct. Exec., Grant Advtg. Inc., Bombay; educ.: B.A. (Hons.) Bombay; W.R.I.N.S., 1945-46; Indian High Commission, London, 1947-48; acct. exec., Press Syndicate Ltd., Bombay, 1953-62; add.: Pushpa Vihar III, Flat No. 25, Colaba Rd., Bombay-5.

Sarkar, Kanai L. Mgr., Advt. & Development, Ananda Bazar Patrika Pvt. Ltd., b.: Mar. 1910; educ.: B.Sc., Industrial Chemistry, Banaras Hindu Univ.

Sarkar, S. C. PR & Pubcy. Offr., Kamani Metal & Alloys Ltd., Bombay; b.: Apr. 1, 1928; educ.: Calcutta; associated., Modern Review, Calcutta; leader writer, Hindustan Standard, New Delhi; dir. of pubcy. Khadi & Village Industries Commission, Bombay and concurrently ed., Khadi Gramodyog, 1961-64; add.: C/281-244, Gandhi Nagar, Bandra East, Bombay-51.

Sarma, P. N. Dir., S. H. Benson (India) Ltd., Bombay; b.: 1919; educ.: Bangalore, Kasargode, Trivandrum, Madras & London; joined advtg. dept. Mail, Madras, 1937; Associated Printers, Madras, 1940; with Ministry of I & B, Govt. of India; designer, War Services Exhibition, 1942, Exhibition Studio, Bombay, 1944; sr. in-between animator, Cartoon Film Unit, 1945; D. J. Keymes (later Bomas) as sr. artist, 1945, trainee for specialisation in illustration & typography in London office, 1948, asst. dir., Bombay office, 1950, art dir., 1954, mgr., 1958, and dir., 1961; add.: 6-A "Cosmopolis", 21 Nepean Rd., Malabar Hill, Bombay-6.

Savur, B. S. Pubcy. Offr., Telco Sales Office; add.: 148 Mahatma Gandhi Rd., Bombay.

Saxena, S. B. Mgr., Mktg. & Econ. Services Dept., Voltas Ltd., Bombay; b.: Feb. 15, 1922; educ.: M. Com. (Allahabad), M.A. Com. (Manchester);

prof. of commerce & head. of the dept. H. D. Jain College, Arrah (Bihar), 1944-54; lecturer, postgraduate dept. of applied econ. & com., Patna Univ., 1954-56; dy. dir., Small Industries Service Institute, Govt. of India, Bombay, 1956-60; add.: 73, Sneh Sadan, Opp. Colaba P.O., Bombay-5.

Sekhar, G. Pblc. Infmn. Offr., CIBA of India Ltd., Bombay; b.: Oct. 16, 1940; educ.: M.A. (Madras); JWT, 1961-63.

Sen Gupta, Anil Ch. Exec., Paradise Advtg. Agency, Calcutta; b.: 1936; educ.: B.Com., Calcutta Univ.

Sen Gupta, Subrata Dir. Gp. Hd., Clarion-McCann Advtg. Services, Calcutta; b.: 1919; educ.: M.A., Calcutta; with Dunlop's Advtg. dept., 1949; D. J. Keymer & Co., 1950; with Clarion Advtg. Services since 1956; visited UK, Europe & Egypt, 1960.

Sen, Subhas Dir., Clarion-McCann Advtg. Services Pvt. Ltd., Calcutta; b.: 1923; educ.: Calcutta & Santiniketan; joined D. J. Keymer, 1944, acct. exec., 1949; Clarion Advtg., 1956.

Shah, Chimanlal C. Prop. & Ch. Exec., Mercantile Publicity Service, Bombay; b.: Nov. 23, 1925.

Shah, R. C. Mg. Partner, R. C. Advertising Co., Bombay; b.: 1928.

Shah, R. M. Prop. & Sr. Exec., Rasik Publicity Co., Bombay; b.: Apr. 13, 1919; started Rasik Publicity Co., 1943.

Shah, Shantilal G. Prop, Shantilal G. Shah & Co., Bombay.

Shaikh, Baboobhai Ch. Exec., Express Advtg. Agency; add.: 62 Connaught Rd., Bombay-27.

Shankar Bhudeb PRO, Jay Engg. Works Ltd., Calcutta; b.: Dec. 7, 1928; educ.: grad., Calcutta; travelled extensively in USA, Canada, Europe, Far East and China as tour mgr. of Uday Shankar's dance troupe and Govt. cultural delegation; add.: P 128 Lake Terrace, Calcutta-29.

Sharman, R. M. Prop, India Advtg. Service, Bombay.

Sheela Rani (Mrs.) Acct. Exec., Newfields Advertising (P) Ltd., New Delhi; b.: June 15, 1929; educ.: intermediate; Shankar's Weekly, 1955-63; Eve's Weekly group of publications, 1955-63; add.: 113 Shankar Rd., New Rajinder Nagar, New Delhi.

Shetty, P. S. Ad. Mgr. The Times of India, New Delhi.

Singh, Manmohan Mgr., Information Services Dept., Burmah Shell, Bombay.

Singh, S. B. Dir., Advertising Associates of India Pvt. Ltd., New Delhi; b.: Dec. 29, 1935; educ.: Lucknow Univ. joined JWT, New Delhi, 1955; founded AAI, Apr. 1965.

Singh, V. N. PRO, State Trading Corp. of India, New Delhi; b.: Nov. 1, 1933; educ.: M.Sc., Allahabad; formerly with Caltex and Stanvac; joined State Trading Corp., Mar. 1962.

Sinha, T. Pubcy. Offr., Hindustan Motors Ltd., Calcutta since 1961; b.: Mar. 26, 1934; educ.: at Calcutta and London; specialised in advtg. in London and the Continent.

Sinha, Tara C. K. (Mrs.) Dir., Clarion-McCann Advtg. Services Ltd., Bombay; educ.: school certificate & diploma in advtg.; trainee: D. J. Keymer 1952, S. H. Benson, London, 1952-54; acct. exec., D. J. Keymer, Calcutta, 1954-56; member, Advtg. Assn., London; associate member, Market Research Society, London.

Sista, S. V. Mktg. Mgr., The Reader's Digest, Bombay; b.: Mar. 26, 1931; educ.: grad. (Bombay), 1950; trained in Sista's Ltd., till May 1951; studied advtg. in London for over two yrs.; worked with T. Booth Waddicors & Partners & Armstrong Warden Ltd., London; youth delegate to International Advtg. Conference, London, 1951, Youth in Advtg., Copenhagen, 1952; acct. exec., Sista's, 1953-60; asst. exec., in-charge. mktg., sales & advtg., Suhrd Geigy Trading Ltd., Bombay, 1960-65.

Sitaram, P. G. Mg. Dir., Graphic Advtg. Pvt. Ltd., Bombay; b.: Aug. 5, 1895; educ.: Madura College; pubcy. offr., Volkart Engg., 1926; exec., JWT, 1930-46; started Eastern Psychograph

(now known as Graphic Advertising) 1946.

Smith, A. J. Mg. Dir-elect., L. A. Stronach & Co. (I) Pvt. Ltd.; b.: 1924; educ.: Leicester, England; arrived in India, 1947, representing Thorpe, & French Govt. Tourist Office, 1948; PRO for India & Ceylon, Pan American Airways, 1950-52; freelancer till 1954; joined Associated Newspapers, 1954; joined L. A. Stronach, Feb. 1965; member, Public Relations Society of India.

Somani, N. K. Mg. Dir., Eve's Weekly Pvt. Ltd.; b.: Oct. 31, 1931; educ.: B. Sc. (Hon.), Institute of Science, Bombay; sr. exec. & constituted attorney, West Coast Paper Mills Ltd., Andhra Pradesh Paper Mills Ltd.; member: ABC, board of management, College of Business Administration, Bangalore, Bombay Management Assn,

Spencer, (Mrs.) Madeline Advtg. Mgr. and PRO, Glaxo Laboratories (India) Pvt. Ltd.; worked as journalist in London and Canada; came to India, 1951.

Srinivasan, B. Dy. Gen. Mgr., Aiyars Advtg., Bombay; b.: July 27, 1928; educ: matric (Madras); with Hindu, 1944-48; Ford Motorcar Co. of India Ltd., 1949-54; pubcy. offr., AIPD, Burmah-Shell, & comml. advtg. advr., 1955-60; add.: 6 "Chhaya", 594 Jam-e-Jamshed Rd., Bombay-19.

Srinivasan, S. PR Mgr., Hindustan Lever Ltd., Bombay; b.: July, 15, 1911; educ.: M.A. (econ.), Madras Univ; edtl. staff, Times of India, 1935-41; comml. investigator, American Consulate-General, Bombay, 1941-45; mgr., dept. of econ. & statistics, Hindustan Lever, 1945-51, asst. comml. mgr., Delhi br., 1951-57, comml. mgr., 1957-62, PR mgr., since 1962.

Srinivasan, V. R. Advtg. Mgr., The Hindu, Madras.

Subramanian, C. V. PRO, Warner-Hindustan Ltd., Bombay; b.: Jan. 6, 1917.

Subramaniam, S. Dir., Graphic Advtg., Pvt. Ltd., Bombay; b.: Nov. 7, 1934; educ.: grad., Bombay; copywriter and visualiser, Eastern Psychograph, 1953, became dir., 1954.

Subramanayam, K. R. Acct. Exec., S.H. Benson (India) Ltd., Madras; b.: May 21, 1926; joined Sista's Ltd., Bombay, 1948; pubcy. and mktg. offr., Geoffrey Manners & Co. Ltd., Bombay, 1956-63; joined Bomas, Bombay, Aug. 1963.

Swaminadhan, (Mrs.) N. Dir., JWT, Bombay; educ.: B.A., studied law at Govt. Law College, Bombay; fashion ed., "Fashion & Beauty" magazine, 1945-47; gen. mgr., Eve's Weekly 1947-49; in UK 1949-54; acct. exec., JWT, 1954, became dir., 1961.

Swamy, R. K. Dir., JWT, Madras; joined JWT, Bombay, 1940, incharge media and mkt. resch, Calcutta br. 1942-51, accts. rep., Bombay br. 1951-55; study tour of Europe and America, 1960; elected dir., JWT, 1961; add.: 38-C Mount Rd., Madras-6.

Tambe, G. V. Mg. Dir., Tom & Bay (Advtg.) Pvt. Ltd., Poona; b.: Dec. 7, 1914; add.: 1170/22 Shivaji Nagar, Revenue Colony, Poona-5.

Tandon, V. C. PRO, Heavy Electricals (India) Ltd., Bhopal; b.: July 22, 1927; educ.: M.A. (econ.), Allahabad Univ., 1947; ed., Nav Yuvak (Hindi mthly), 1948; joined edtl. dept. API and worked at Delhi, Allahabad and Bombay offices 1948-52; mgr., PTI, Bhopal, 1957-61; pres. Cosmopolitan Institute of Public Affairs, Bhopal; chairman, programme committee, Bhopal Rotary Club.

Umesh Rao, S. M. Acct. Exec., JWT, Madras.

Upadhyaya, B.L. Mg. Dir., The Gujarat Advtg. Agency Pvt. Ltd., Bombay; add.: Chandralok 'B' Flat No. 103, Manav Mandir Rd., Malabar Hill, Bombay-6.

Vakeel, H. J. Mgr., Ulka Advtg., Bombay; b.: Oct. 21, 1924; educ.: B.A. (Cantab); dir., Orient Longmans Ltd., 1960-63; add.: 9 Harkness Rd., Malabar Hill, Bombay-6.

Varughese, Jacob Ch. Exec., Ajanta Advtg., Bombay; b.: Dec. 1923; educ.: B.A. (Hons.); entered advtg., 1942; mgr. of a foreign agency, 1949; made study-tours of UK, Middle East and African countries; founded Ajanta Advtg.

Vasi, Z. A. Mktg. Mgr., Polson Ltd., Bombay; b.: May 7, 1921; hon. secy. Indian Society of Advertisers; add.: Polson Ltd., 65-B, Dockyard Rd., Mazagon, Bombay-10.

Vishwa Nath Ch. Exec., Interads; New Delhi.

Viswanathan, S. Advtg. Mgr., Lipton (India) Ltd., 9 Weston St., Calcutta-13.

Viswanathan, V. Pubcy. & PRO, Standard Motor Products of India Ltd., Madras; b.: Apr. 18, 1910; founder-ed., Indian Advertiser, 1939-42; mgr., Prajamata, Bangalore & Dinassari, Madras, 1944-46; ed., Jwala and Puyal, (Tamil wklys), 1947-48; asst. mgr., acct. exec., D. J. Keymer, Madras, 1949-59; joined S.M.P.I. Ltd., 1959; add.: Annapurana, 61, III Main Rd., Kasturbanagar, Madras-20.

Vohra, O. P. Ch. Exec., Asian Advertising, New Delhi.

Von Leyden, Dr. R. Mgr. (mktg. & admn.), Voltas Ltd., Bombay; b.: Aug. 8, 1908; educ.: Germany; Times of India, art dept., 1937; pubcy. mgr., Volkart, 1944; member: ABC, mg. committee of ISA, Bombay Chamber of Commerce; add.: P.B. 1198, Bombay-1.

Vyas, (Dr.) Pramod PR & Advtg. Mgr., Union Carbide India Ltd., Calcutta; b.: May 8, 1930; educ.: M.A. (Baroda), Ph. D. (American Univ., Washington D.C.); press liaison resch. asst., Embassy of India, Washington, D.C., 1955-60; co-ordinator & lecturer, School of International Service, The American Univ., 1960-62; PRO, CIBA of India Ltd., Bombay; member: exec. committee, ISIE, (eastern regn.), nation-

al exec. committee, ISA; convenor, pubcy. sub-committee, Engg. Export Promotion Council; add.: 19-A, Jatin Bagchi Rd., Calcutta-29.

Wadia, J. M. Mktg. Mgr., Premier Auto Electric Ltd., Bombay.

Waheed, A. A. PRO, Assam Oil Co., Ltd., New Delhi; b.: Mar. 7, 1928; educ.: B.A. (Hons.), Nizam College, Hyderabad; corpsdt., UPI and PTL, 1948-49; personal asst. to the dir. of infmn. and PR, Govt. of Hyderabad, 1949-56; secy., Nitramoncal Scheme of India (semi-official organisation for popularising new fertilizers in India); asst. ed., Eastern Economist; project offr., Mktg. Resch., 1958-60; joined BIC Gp. in Dec. 1960, as PRO for Oil India Ltd., and Burmah Oil interests in India; add.: C-587 Defence Colony, New Delhi-3.

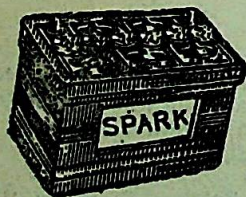
Welby, L. W. B. PR Mgr., Burmah Shell, Bombay.

West, J. J. Mktg. Dir., Atlantis (East) Ltd., Calcutta.

Willis, Hope Mgr., Grant Advtg. Inc., Madras; b.: Feb. 10, 1919; educ.: Senior Cambridge; served in the British army for seven yrs. from 1939; mgr., Willis Design Council, 1947-48; joined Grant Advtg. Inc., 1949, mgr. Calcutta, Delhi, Karachi & Madras offices till 1957; mgr., Madras br., Bomas Ltd., 1957-62; re-joined Grants, Madras, as mgr., Nov. 1962.

Zaveri, N. M. Ch. Exec., Apex Advtg., Bombay; b.: Dec. 12, 1936; educ.: B.A., LL.B.; joined Apex as media mgr., 1956, appointed ch. exec., 1959.

SPARK BATTERIES



- * Increased Mechanical Strength
- * Excellent Capillary Action
- * High Porosity & Low Resistance
- * Internal Short Circuit Eliminated
- * Overcharging Cut off to Minimum

Manufactured by—

SPARK BATTERY MFG. WORKS LTD.
Industrial Estate, Cuttack-3. Phone : 943.

Media Planning

Map of the Indian Union — ii
List of States and Union Territories showing
Areas & Population — iii
Key to Abbreviations — iii
General Information and Media Cost
Charts — Statewise — v

FOR COMPREHENSIVE ADVERTISING



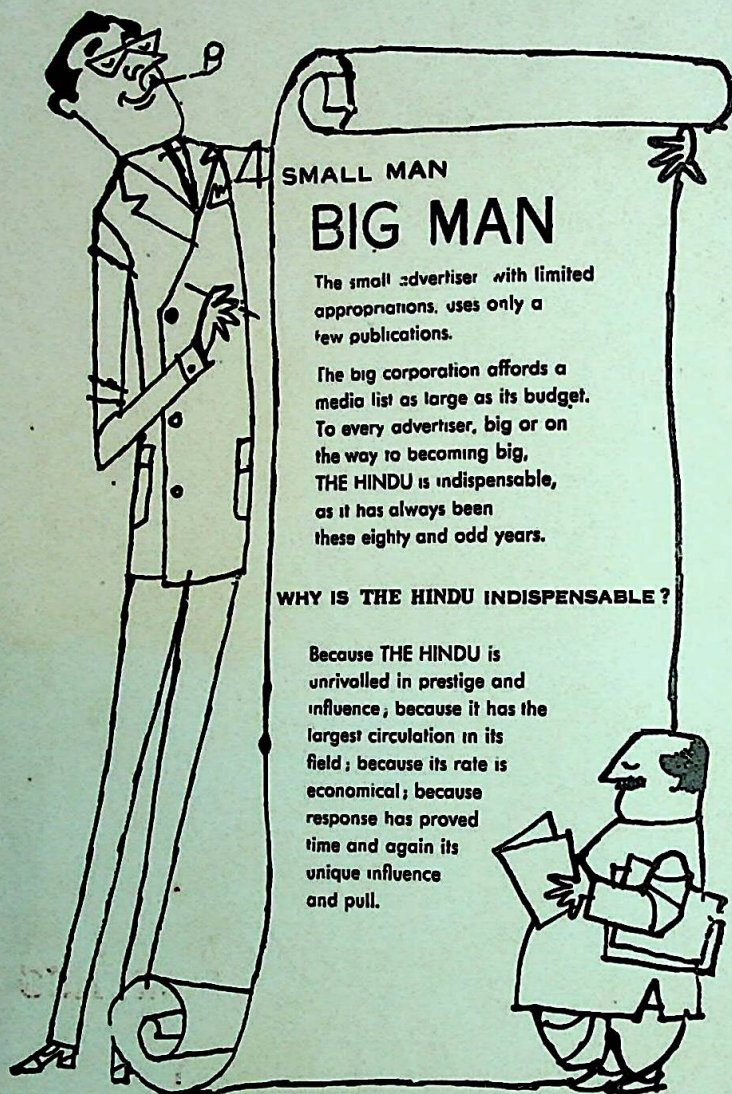
SEKAI PRIVATE LIMITED

13, INDIA EXCHANGE PLACE, CALCUTTA-1

Phone : 2263-11

Gram : 'SEKAI'

ISWAR BHAWAN, 3rd FLOOR, FLAT No: 12,
ROAD, CHURCHGATE, BOMBAY.



SMALL MAN

BIG MAN

The small advertiser with limited appropriations, uses only a few publications.

The big corporation affords a media list as large as its budget. To every advertiser, big or on the way to becoming big, THE HINDU is indispensable, as it has always been these eighty and odd years.

WHY IS THE HINDU INDISPENSABLE ?

Because THE HINDU is unrivalled in prestige and influence; because it has the largest circulation in its field; because its rate is economical; because response has proved time and again its unique influence and pull.

THE  HINDU
INDIA'S NATIONAL NEWSPAPER

PLAN YOUR HOLIDAY IN KASHMIR

The Valley of Kashmir with glittering snows over its magnificent mountains and colourful flowers in every vale and glen is a floral paradise.

Spend some unforgettable hours in the beautiful Shikaras on the placid waters of the Dal and Nagin Lakes.

KASHMIR WELCOMES YOU

Air conditioned cars and buses ready to take you from Pathankot to Paradise on Earth.

Well equipped Tourist Reception Centres at Jammu and Srinagar and Dak Bungalows at Kud, Batote and Banihal are at your disposal.

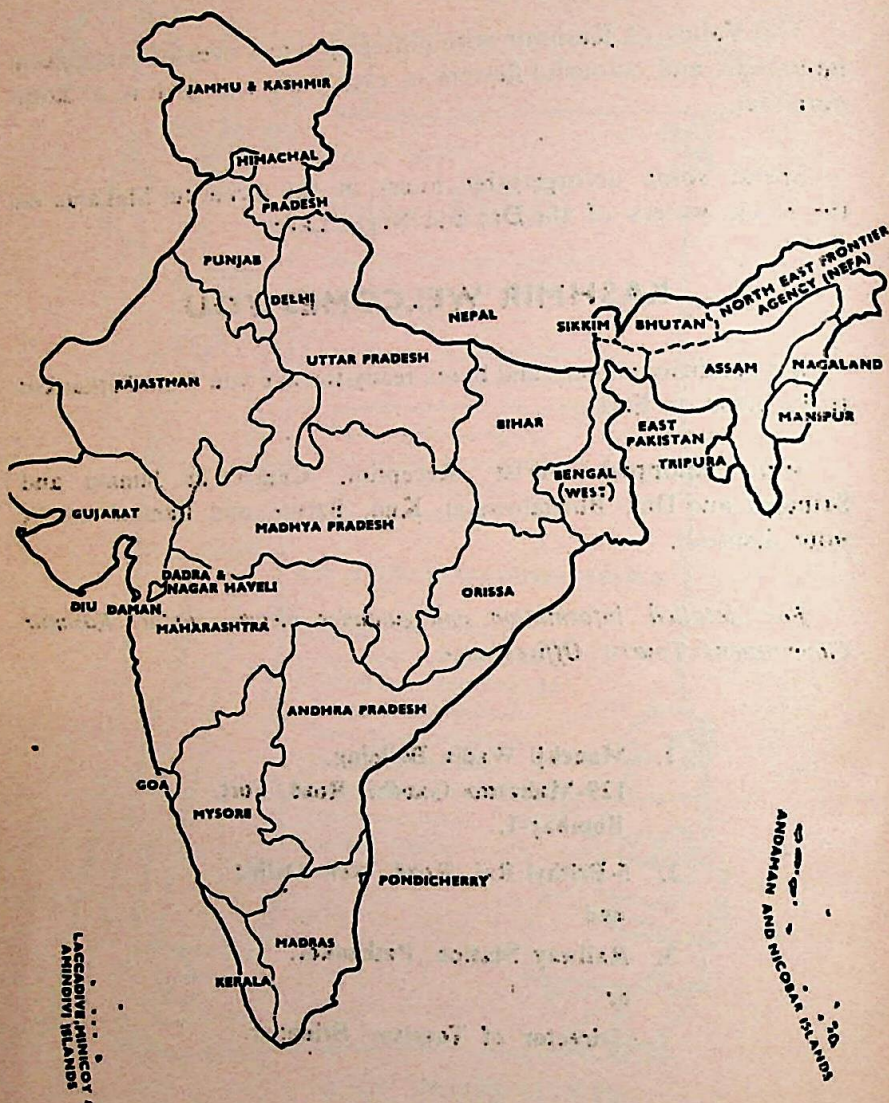
For detailed information and guidance please contact Kashmir Government Tourist Offices at:-

1. Manekji Wadia Building,
129-Mahatma Gandhi Road, Fort,
Bombay-1.
2. 5-Prithvi Raj Road, New Delhi;
and
3. Railway Station, Pathankot,
or
Director of Tourism, Srinagar.

Issued by:

DIRECTOR OF TOURISM,
Jammu and Kashmir Government, Srinagar.

India



**LIST OF STATES AND UNION TERRITORIES SHOWING AREA
AND POPULATION**

States	Area (in sq. miles)	Population
Andhra Pradesh	106,286	35,983,447
Assam	47,091	11,872,772
West Bengal	33,829	34,926,279
Bihar	67,196	46,455,610
Gujarat	72,245	20,633,350
Jammu & Kashmir	Not Available	3,560,976
Kerala	15,002	16,903,715
Madhya Pradesh	171,217	32,372,408
Madras	50,331	33,686,953
Maharashtra	118,717	39,553,718
Mysore	74,210	23,586,772
Nagaland	6,366	369,200
Orissa	60,164	17,548,846
Punjab	47,205	20,306,812
Rajasthan	132,152	20,155,602
Uttar Pradesh	113,654	73,746,401
Union Territories		
Andaman & Nicobar Islands	3,125	63,548
Dadra & Nagar Haveli	189	57,963
Delhi	573	2,658,612
Goa, Daman & Diu	1,426	626,978
Himachal Pradesh	10,885	1,351,144
Laccadive, Minicoy and Amindivi Islands	11	24,108
Manipur	8,628	780,037
North East Frontier Agency (NEFA)	31,438	336,558
Pondicherry	185	369,079
Tripura	4,036	1,142,005
INDIA	1,178,995	439,235,082

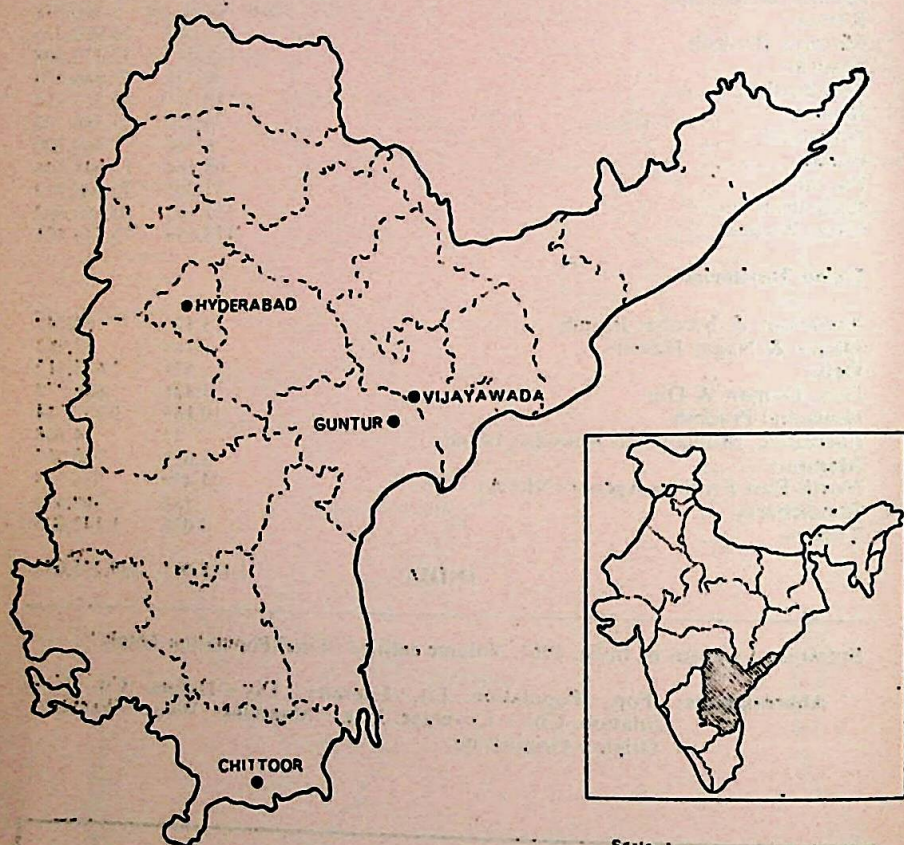
SOURCE :: Census of India, 1961, Volume entitled "Final Population Totals".

Abbreviations: Pop.=Population. Lit.=Literates. Dly.=Dailies. Cir.=Circulation. Cov.=Coverage. Mag.=Magazines. Wkly.=Weeklies. Origin=Originating.

**Medium Service,
2, Chowringhee Road,
Calcutta-13**

**Phones { 23-6981
23-8070**

Andhra Pradesh

● *Press Media Centres*

Andhra Pradesh

The Bay of Bengal in the east gives Andhra Pradesh the advantage of a long coastline of 570 miles. The State is generally an upland sloping down from the west to the fertile eastern lowlands. The highest point in the extreme north-west is the peak of Mahendragiri, which is 4,920 feet above sea level. Of the two major perennial rivers of the State, the Godavari and the Krishna, Godavari is the bigger and runs through the State over a length of 870 miles. The State has no extremes of climate, but certain regions experience very hot

and cold spells. The maximum rainfall is 55 inches in the East Godavari district, and the minimum, in Anantapur, is 16 inches.

With a ship-building yard, an oil refinery, and the presently progressing fertiliser plant at Visakhapatnam, the vast multi-purpose project at Nagarjunasagar, coal from Singareni and power from Machkund and Tungabhadra, and with the prospect of a steel project and a fertiliser project at Kothagundam, Andhra Pradesh is well set on a career of industrial development.

POPULATION

Total Population:—35,983,447

Area (in Sq. miles):—106,286

Population Urban (000)	Households Urban (000)	Persons in age-groups (Urban, fig. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
6,275	1,293	1,418	980	1,956	859

Distribution of Towns According to Population

No of towns with pop. 10 lakhs and over	Total pop. of such towns (000)	Percentage to total population
1	1,251	17.83
No. of towns with pop. 1 to 5 lakhs	Total pop. of such towns (000)	Percentage to total population
10	1,426	22.7
No. of towns with pop. 50,000 to 100,000 (1 L) 8	Total population of such towns (000)	Percentage to total population
8	532	8.5
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	Percentage to total pop.
51	1,521	24.2

NOTE:—There are no towns with population of 5 lakhs to 10 lakhs.

INFA 1965

Distribution of Towns by Population Strata

Towns with Pop. over 1,000,000

1. Hyderabad Town Group	1,251,119
-------------------------------	-----------

Towns with Pop. 100,000 to 4,99,999

1. Vijayawada	230,397
2. Guntur	187,122
3. Visakhapatnam	182,004
4. Warangal	156,106
5. Rajahmundry	130,002
6. Kakinada	122,865
7. Eluru	108,321
8. Nellore	106,776
9. Bandar	101,417
10. Kurnool	100,815
TOTAL	1,425,825

Towns with Pop. 50,000 to 99,999

1. Nizamabad	79,093
2. Tenali	78,525
3. Vizianagram	76,808
4. Adoni	69,951
5. Kothagudem	69,728
6. Vijayapuri	55,300
7. Anantapur	52,280
8. Proddatur	50,616
TOTAL	532,301

Towns with Pop. 20,000 to 49,999

1. Cuddapah	49,027
2. Guntakal	48,083
3. Chittoor	47,876
4. Anakapalle	46,402
5. Chirala	45,410
6. Gudivada	44,801
7. Bhimavaram	43,821
8. Nandyal	42,927
9. Khammam	35,888
10. Tirupati	35,845
11. Ongole	35,804

12. Mahbubnagar	35,588
13. Srikakulam	35,071
14. Bapatla	33,668
15. Hindupur	32,445
16. Samalkot	31,924
17. Karimnagar	31,554
18. Bodhan	30,929
19. Kagaznagar	30,604
20. Narsapur	30,064
21. Narasaraopet	29,744
22. Malkapuram	29,186
23. Bellapalle	29,101
24. Palacole	28,481
25. Pithapuram	27,910
26. Tadepalligudem	27,086
27. Kalahasti	26,460
28. Salur	26,111
29. Gudur	25,618
30. Bobbili	25,592
31. Parvathipuram'	25,281
32. Tanuku	24,657
33. Madanpalle	24,386
34. Nalgonda	24,383
35. Kadiri	24,307
36. Peddapuram	24,302
37. Amalapuram	24,063
38. Rayadurg	23,779
39. Tadpatri	23,129
40. Ponnur-Nidubrole	22,872
41. Naraspatnam	22,768
42. Chilakaluripet	22,666
43. Tuni	22,452
44. Mangalagiri	22,182
45. Repalle	21,941
46. Yemmiganur	21,051
47. Adilabad	20,970
48. Jagtial	20,941
49. Kavali	20,544
50. Naravanpet	20,504
51. Dharmavaram	20,405
TOTAL	1,520,603

Distribution of Villages According to Population (1961)

	5,000	2,000	1,000	500	Less	Total
Over	to	to	to	to	than	
10,000	10,000	5,000	2,000	1,000	500	
<hr/>						
28	458	3,918	6,050	5,834	10,796	27,084

RELIGION

					Population	% of total Population
Buddhists	6,753	0.02
Christians	1,428,729	3.97
Hindus	31,814,029	88.41
Jains	9,012	0.03
Muslims	2,715,021	7.55
Sikhs	8,563	0.02
Others	1,340	N.

LANGUAGES

Important Languages Spoken

					Population	% of total Population
Telugu	30,934,898	85.97
Urdu	2,553,753	7.10
Rajasthani	583,894	1.62

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it.)

Urban

			Persons			Persons
Gujarati	22,274	Oriya	..	34,723
Hindi	112,700	Punjabi	..	10,265
Kannada	70,302	Tamil	..	153,673
Malayalam	19,865	Telugu	..	4,499,903
Marathi	83,210	Urdu	..	1,213,030

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
2,621,727	1,724,539	897,188	41.8	53.6	29.3

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
76,26,527	54,82,333	21,44,194	21.2	30.2	12.0

Institutions of Higher Education (1961-62)

Universities.	Boards of education.	Research Institutions.	Arts & Science colleges.	Professional colleges.	Special Ed. colleges.	Total.
3	1	—	65	36	26	131

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes 1961-62.)

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
24.5	165,547	10.96	130,924	2	59,350	.15	8,108

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	Foreign Banks
4	368	1,00,52	71.20	1

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per Capita Deposits	Amount (in Lakhs of Rs.)	Per Capita Deposits
63.26	17.6	79.37	22.1

Distribution Of Companies

No. of registered Cos. as on March 31st, 1963	..	466
Govt. Companies...	..	6

Revenue Account (In Lakhs of Rs.)

	Budget estimates 1963-64.	Revised Estimates 1963-64.	Budget estimates 1964-65.
Land Revenue (Net)	15,13,00	16,46,48	16,50,00
Sales Tax	15,14.00.	17,80.00.	19,00.00

LABOUR

Employment In Factories

(In thousand)

	1957	1960	1961	1962
	197	217	228	223

TRANSPORT AND COMMUNICATIONS

Motor Vehicles Registered

1962-63

Goods vehicles ..	17,504
Cars	25,357
Motor cycles ..	9,790
Taxis	1,289

Road Mileage Maintained

(In 000 Kms.).

1962-63

National Highways ..	2.3
State Highways ..	19.3

POWER

Electricity Consumption
(Million Kwh)

1963

Domestic consumption	70.9
Commercial consumption	85.6
Industrial consumption	589.4

EXPORTS

Agricultural and agro-based products:
Tobacco, cotton, mesta, ground-nut, sann hemp, palmyra fibre, niger seed, kardi seed, tobacco seed, onions, chillies, turmeric, coriander, sisal and aloe, coconut, bananas, mangoes, citrus fruits, pineapple, wool bristles, bones and bone meal, palmgur, vegetable oils (edible and non-edible), oilcakes, sugar, sugar confectionery, vegetable oil products (Vanaspatti), cigarettes, snuff, cotton yarn, cotton cloth, wine, beer and ale, starch and gluten, handloom cotton fabrics.

Forests and forest-based products:
Timbers like teak, rosewood, maddi and yepi red sanders wood, bidi leaves, bamboos, myrobalans, tamarind seed, cashew kernel, mahua seed, neem seed, karanja seed, paper and paper boards and paper products, sandalwood oil, palmarosa oil, ginger grass oil, vetiver oil, matches.

Fishery products:
Marine fish and prawns, fish oil and fish manure, marine algae.

Minerals and mineral-based products:
Coal, iron ore, salt, asbestos, calcite, barytes, manganese ore, mica, limestone, apatite, asbestos cement products, ceramic ware, steatite, ferro-manganese, barium compounds.

Machinery and transport equipment:
Machine tools, light industrial
machinery, automobile ancillaries.

Miscellaneous engineering goods:
Cutlery.

Handicrafts and miscellaneous consumer goods:

Woollen carpets, lace, artistic wood-
ware, artistic ware of base metals,
dolls and toys, musical instruments,
himroo fabrics, cinema films, fabrics
of man-made fabrics.

PANCHAYAT

The largest circulated Telugu monthly
of its kind with a circulation of 19,000
copies, certified by the Audit Bureau
of Circulations-

Ideal medium for advertising
agricultural machinery, farm equipment,
agricultural chemicals, fertilizers and
popular consumer goods.

Contact :-

The Advertisement Manager
PANCHAYAT,
5-9-32/3 Bashir Bagh,
HYDERABAD-29.

PRESS IN THE STATE

The three important dailies, Indian Express (English) and Andhra Prabha and Andhra Patrika (Telugu) are issued from Vijayawada. The growth of other dailies is inhibited by these 'giants' and also by air supplies of big Metropolitan dailies. The ownership pattern is varied, the Indian Express and Andhra Prabha belonging to a chain with banking and industry at its back. Newspaper circulation is tending to grow because of the increase of literacy. With the exception of a handful of papers, the entire Press in the State suffers on account of newsprint scarcity and want of facilities for modernising printing and production processes.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% to lit to pop.	DLY CIR*	Press cov. to lit.%
6,274,508	2,621,727	41.9	380,795	14.4
WKLY CIR.*	Press cov. to lit.%	MAG. CIR.*	Press cov. to lit.%	
306,764	11.7	90,921	3.5	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

	Origin	Staying A	Incoming B
ENGLISH	1,72,580	66,524	25,955
LANGUAGE	2,58,324	2,39,573	48,743

WEEKLIES

				Origin	Staying C	Incoming D
ENGLISH	2,38,890	52,819	35,284
LANGUAGE	1,32,786	1,10,371	1,08,290

MAGAZINES

				Origin	Staying E	Incoming F
ENGLISH	Nil. K	Nil.	14,914
LANGUAGE	46,480	41,899	34,108

- A. Deccan Chronicle 18,865. Indian Express (Southern edn.) 47,659.
 B.† Free Press Journal 1,355. Hindu 15,470. Indian Express—(Bombay edn.) 1198. Mail 3,071 Times of India—(Delhi edn.) 1965.
 C. Sunday Standard—(Southern edn.) 46,247. Screen 6,572.
 D.† Bharat Jyoti 1,312. Blitz 14,799. Current 1,308. Organiser 2,015. Sunday Standard 1,640. Illustrated Wkly. of India 6,268. Sport & Pastime 3,216. Swarajya 1,881.
 E. Nil.
 F.† Bhavan's Journal 6,584. Femina 2,406. Filmfare 6,653. Imprint 1,498. Picturpost 1,997.
 G. Milap 4,450. Andhra Jyoti 16,777. Andhra Prabha 73,029. Siasat 8,000. Visalaandhra. 14,210, Andhra Bhoomi. 8,498.
 H. Andhra Patrika 40,839. Dinamani 1,090. Hindustan 1,776. Navbharat Times (Bombay edn.) 1,710.
 I.† Andhra Prabha Ill. Wkly. 1,10,371.
 J. Blitz 1,225. Sunday Lokasatta 1093. Ananda Vikatan 4,724. Andhra Patrika Ill. Weekly 744. Dharmayug 1,788. Kalkandu 1,542. Kalki 2,271. Kumudam 5,634. Malayala Manorama 1,524. Prajamata 10,525.
 K. Panchayat 17,330. Jyoti 11,031. Yuva 13,538.
 L.† Cinema Masika 1,459. Cinema Rangam 10,828. Pesum Padam 1,582. Shama 10833. Sushma 1,582. Biswin Sadi 2,081.

Non-A.B.C. members circulation as provided by the publisher: (in the State)
 Chandamama 34,662. Reader's Digest 6,252.

† Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

		(CIRCULATION)			Cost of 100 Col. cmx12 insertions (Rs.)	Mille-rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
		All India	State of Publn.	Town of Publn.			
	1	2	3	4		6	7
English Dailies							
Deccan Chronicle	..	19,018	18,865	14,201	3,360	.15	3.60
Indian Express	..	1,54,402	47,659	22,045	14,400	.08	13.50
Language Dailies							
Andhra Bhoomi	..	8,616	8,498	3,722	1,440	.14	1.60
Andhra Jyoti	..	17,387	1,677	1,135	2,880	.14	3.20
Andhra Prabha	..	77,637	73,029	5,740	6,720	.07	7.00
Daily Milap	..	4,880	4,450	3,850	1,200	.22	1.60
Siasat	..	8,880	8,000	5,648	1,440	.14	1.50
Visalaandhra	..	14,696	1,4210	2,100	2,640	.15	3.00
English Weeklies							
Screen	..	84,109	6,572	21,561	8,400	.08	..
Sunday Standard	..	1,56,293	46,247	22,006	15,000	.08	..
Language Weeklies							
Andhra Prabha Ill. Weekly	..	1,32,105	1,10,371	5,150	5,760	.04	..
Krishna Patrika	..	4,207	3,617	543	2,400	.48	3.00
Language Magazines							
		(Calculations based on F. Pg. Rates)					
Jyoti	..	12,813	11,031	1,005	1,200	7.8	100.00
Panchayat	..	17,329	2,400	11.54	200.00
Yuva	..	16,260	13,538	2,137	1,200	6.2	120.00

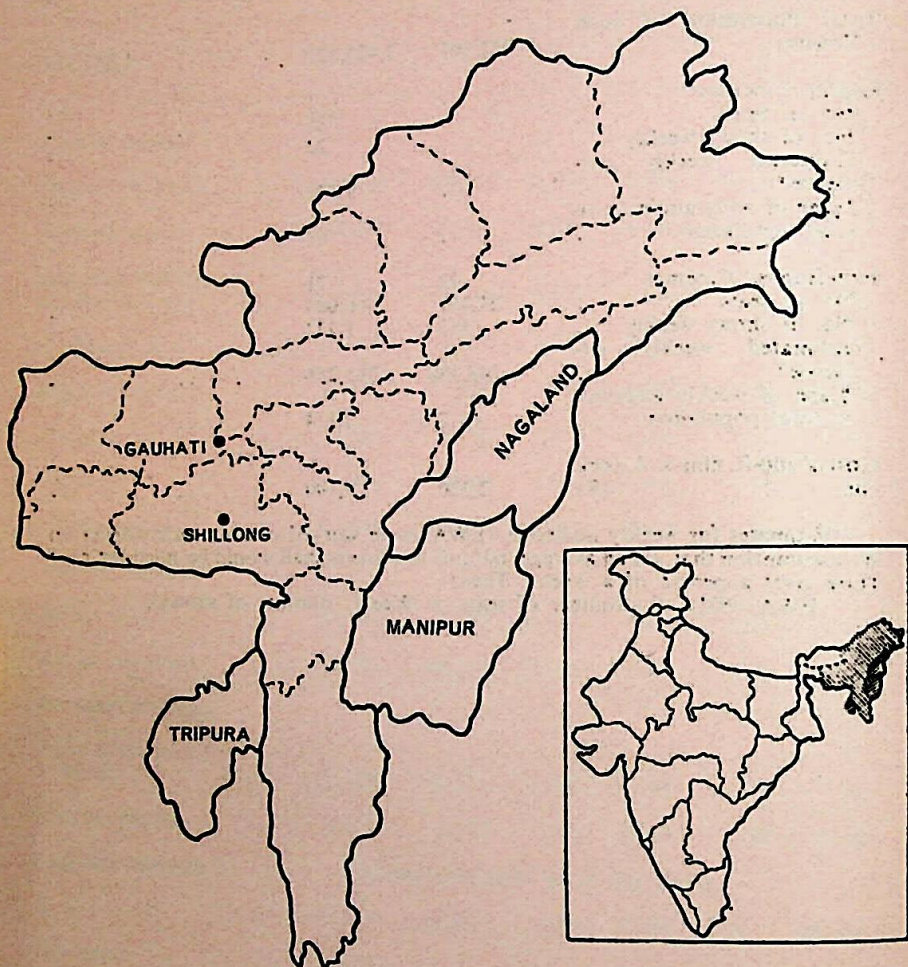
CINEMA STATISTICS AND ADVERTISING COST CHART

		Towns with population:			
		50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	8	10	..	1
Total Population of such Towns	532,301	1,425,825	..	1,251,119
English Cinemas	1
No. of Seats	725
No. of shows weekly	22
Estimated weekly au- dience*	9,570
%age of wkly audience to total population	67
Non-English Cinemas	22	71
No. of seats	23,431	66,083
No. of shows weekly	385	1,333
Estimated weekly au- dience*	248,380	761,258
%age of weekly audience to total population	46.7	53.4
Cost of 100-ft. film × 4 week run (Rs)	2,320	9,100

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average, 60% of the cinema hall would be filled for each show over a period of a week. Thus:

EWA = 60% of (Number of seats × Weekly number of shows).

Assam

● *Press Media Centres*

Assam

Bounded on the north by Bhutan and Tibet, and separated from Bhutan on the east by the Patkai and Naga hills and bordering East Pakistan on the south and west, Assam occupies a strategic position. The Khasi and Jaintia Hills, along with the Garo Hills, divide the State into two major valleys, the Brahmaputra basin in the north and the Surma valley in the south.

The State has 6,000 miles of river network. Her hills covering two-thirds of her surface and the 23,000 square

miles (roughly 40 per cent of the total area) for forests are rich sources of potential wealth.

The high altitude and the cool climate, coupled with the heavy Himalayan rainfall, provide excellent terrain for tea, and Assam can proudly claim to be the foremost Tea State of India. Assam has also the distinction of being the first State in India to produce petroleum. The discovery of oil at Nahorkatiya, Rudrasagar, Hugrija and Moran has enhanced the importance of Assam as a supplier of this vital fuel.

POPULATION

Total Population:—11,872,772

Area (in. sq. miles):—47,091.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
913	171	199	157	315	109

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
2	203	11.03
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
1	58	6.4
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
11	326	35.7

NOTE:—There are no towns with population of 5 lakhs and over.

INFA 1965

Distribution of Towns by Population Strata

Towns with Pop. 100,000 to 499,999		2. Nowgong	38,600
1. Shillong Town Group	102,398	3. Digboi Town Group	35,028
2. Gauhati	100,707	4. Pandu	31,173
TOTAL		5. Karimganj	28,683
	203,105	6. Tinsukia	28,468
Towns with Pop. 50,000 to 99,999		7. Dhubri	28,355
1. Dibrugarh	58,480	8. Jorhat	24,953
Towns with Pop. 20,000 to 49,999		9. Tezpur	24,159
1. Silchar	41,062	10. Lumding	23,186
		11. Barpeta	22,207
		TOTAL	325,874

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 1,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
—	12	390	1,976	4,979	18,345	27,702

RELIGION

	Population	% of total Population
Buddhists	36,513	0.31
Christians	764,553	6.44
Hindus	7,884,921	66.41
Jains	9,468	0.08
Muslims	2,765,509	23.29
Sikhs	9,686	0.8
Others	402,122	3.39

LANGUAGES

Important Languages Spoken

	Population	% of total population
Assamese	6,784,271	57.14
Bengali	2,089,248	17.60
Hindi	523,791	4.41

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

		Urban	
		Persons	Persons
Assamese	..	304,649	Hindi .. 118,947
Bengali	..	346,076	

EDUCATION

Urban Literacy					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
522,329	348,990	173,339	57.2	64.2	46.7

Literacy in State					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
32,45,055	23,61,724	8,86,331	27.4	37.3	16.0

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
1	—	—	38	12	1	52

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes (1961-62))

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
6.5	44,220	2.9	40,545	1.2	33,089	.1	4,724

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	Foreign Banks
1	58	5.46	12.6	1

1962		Deposits in Scheduled Banks		1963
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits	
19.33	16.2	22.85	19.2	

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	372
Government Companies	6

Revenue Account (In Lakhs of Rs.)

		Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	4,19.65	3,49.03	4,71.88	
Sales Tax	4,25.81	4,98.12	5,49.17	

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
72	79	80	82

ROADS

TRADE UNIONS (1962-63)

(In Kilometres as on March 31, 1963)

Number of Trade Unions	1693			
Number of Unions submitted returns ..	806		Black topped	Metalled
Number of members in Unions submitted returns	219640	Plains	2,082	109
		Hills	398	147

TRANSPORT AND COMMUNICATIONS

Type of Vehicle	1962	Gravelled	Earth	Bridle	Total
Motor Cycles	1,673	7,577	2,816	18	12,613
Private Cars	9,347	1,560	1,302	909	4,315

POWER

Taxi Cabs	290	Electricity Consumption (In million Kwh)			
Buses	1,311				
Trucks	8,415				1964-65 (September)
Govt. & Semi Govt. Vehicles	2,172	Domestic heat and small power	0.6

Domestic light and fans	5.4
Commercial heat and power	0.3
Commercial light and fans	1.8
Industrial power ..	18.5

EXPORTS

Agricultural and agro-based products:
Tea, silk, vegetable oils (edible and, non-edible), oilcakes, potato, jute, mesta, citrus fruits, bananas, pineapple, sugar, bristles, handloom cotton fabrics, silk fabrics.

Forest and forest-based products:
Bamboos, crude drugs, salwood conifer woods, sisoo Wood, cutch and khair, kapok and akund floss, nahor seed, commercial plywood.

Minerals and mineral-based products:
Limestone, coal, sillimanite, paraffin wax.

Machinery and transport equipment:
Tea machinery.

Handicrafts and miscellaneous consumer goods:
Mats and basketware.

PRESS IN THE STATE

The English daily "Assam Tribune" from Gauhati and the Assamese weekly "Asam Bani" are the only papers which command a circulation that places them outside the classification "small". The sole Assamese daily "Natun Asamiya" does not enjoy great popularity. Shillong publishes two English dailies, one of them more a sort of newsletter. A striking feature of the State's Press is the popularity and wide circulation of weeklies. This is perhaps due to the poor communications, lack of sufficient resources and the absence of big towns and cities. The readership is mostly confined to rural folk.

Another noteworthy feature is the multiplicity of Hill language newspapers published in the Roman script.

Press Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit. %.
913,028	522,329	57.2	53,619	1.3
WKLY. CIR*	Press cov. to lit. %	MAG. CIR*	Press cov. to it. %	
56,053	1.7	17,686	3.4	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only) ..

DAILIES

				Origin ..	Staying A	Incoming B
ENGLISH	15,012	14,377	13,724
LANGUAGE	6,620	D 6,613	H 18,905

WEEKLIES

				Origin	Staying C	Incoming D
ENGLISH	Nil	Nil	12,530
LANGUAGE	35,196	34,877	8,646

MAGAZINES

				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil.	10,115
LANGUAGE	2,550	2,534	5,037

- A. Assam Tribune 14,377.
 B.† Amrita Bazar Patrika 3,628. Hindustan Standard 2,935. Statesman 5,233.
 Times of India (Delhi edn.) 1,008.
 C. Nil.
 D.† Blitz 5,199. Illustrated Weekly of India 3,470. Screen 1,086.
 E. Nil.
 F.† Filmfare 4,695. Picturpost 2,314. Femina 1,645.
 G. Natun Asamiya 6,613.
 H.† Ananda Bazar Patrika 6,709. Jugantar 8,259. Sanmarg 1,771.
 I. Assam Bani 34,877.
 J.† Dharmayug 2,035. Desh 3,444. Screen 1,086.
 K. Ramdhenu 2,534.
 L.† Sushma 1,289.

Non-A.B.C. Members circulation as provided by the publisher: (in the State)
 Naba Kallol 1,852. Reader's Digest 2,664.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

(CIRCULATION)				Cost of 100 Col. cms. x 12 inser- tions (Rs.)	Mille- rate for All India (Rs. per s.c.m.)	Casual rate (Rs. per s.c.cm.)
All India	State of Publn.	Town of Publn.				
English Daily						
Assam Tribune	..	15,001	14,377	3,285	2,880	.16 3.20
Language Daily						
Natun Asamiya	--	6,564	5,524	1,089	2,400	.3 2.80
Language Weekly						
Asam Bani	--	34,806	--	4,421	3,360	.08 3.60
Language Magazine						
(Calculations based on F. Pg. Rate)						
Ramdhenu	--	2,544	2,534	549	900	29.48 100.00

CINEMA STATISTICS AND ADVERTISING COST CHART

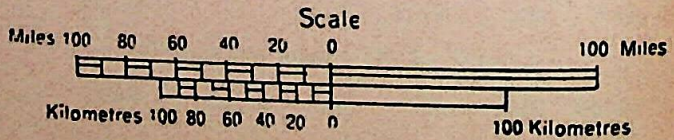
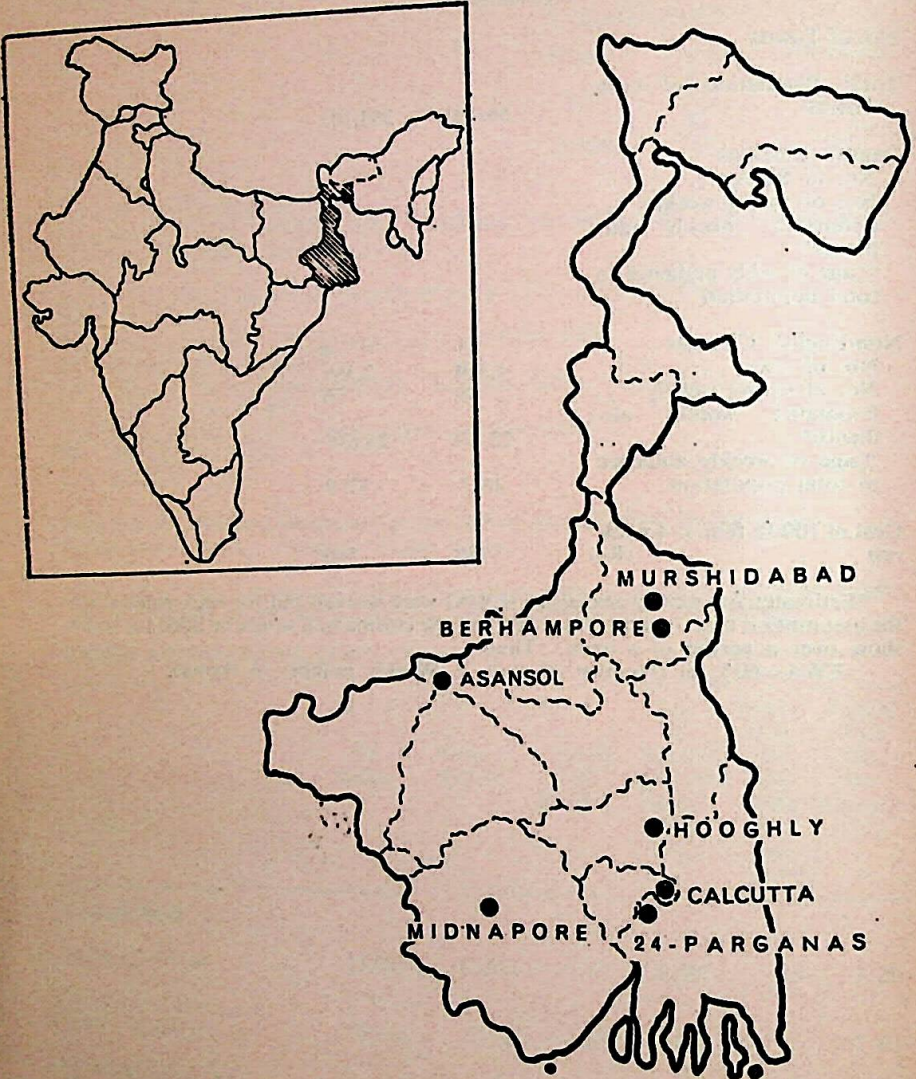
			Towns with population :			
			50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	1	2
Total Population of such Towns	58,480	203,105
English Cinemas
No. of Seats
No. of shows weekly
Estimated weekly au- dience*
%age of wkly audience to total population
Non-English Cinemas	3	4
No. of seats	1,350	2,369
No. of shows weekly	48	76
Estimated weekly au- dience*	22,178	26,636
%age of weekly audience to total population	46.7	37.9
Cost of 100-ft. film × 4 week run (Rs)	380	560

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

EWA = 60% of (Number of seats × Weekly number of shows).

(West) Bengal

● *Press Media Centres*



(West) Bengal

West Bengal stretches from the lower Himalayas in the north to the Bay of Bengal in the South. The two natural divisions of the State are the districts of the Himalayan north and the fertile alluvial Gangetic plain. The southern territory is a very thickly peopled, level expanse of rice fields: dotted with mango coconut and plantain groves.

Agriculture is the backbone of the State's economy. West Bengal is also rich industrially, its complex of modern enterprises deriving its sinews from the abundant coal producing areas around Raniganj and Barakar.

The mighty Damodar Valley Corporation scheme is a new instrument of prosperity, with its series of dams, a network of irrigation and navigation canals and power stations. At its core is the Durgapur barrage, where is situated a flourishing modern steel plant in the public sector.

Calcutta on the Hooghly, one of India's biggest port cities, handles of vast two-way commerce.

Save in the hilly regions, where the winter cold is severe, West Bengal has a humid hot climate almost all the year round, because of the heavy monsoon.

POPULATION

Total Population:—34,926,279

Area (in sq. miles):—33,829

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
8,541	1,693	1,694	1,341	3,062	1,368

Distribution of Towns According to Population

No. of towns with pop. 10 lakhs and over	Total pop. of such towns (000)	%age to total population
1	2,927	34.3
No. of towns with pop. 5 to 10 lakhs.	Total pop. of such towns. (000)	%age to total population
1	513	6.0
No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
9	1,389	15.21
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
23	1,520	17.8
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
46	1,455	17.0

Distribution of Towns by Population Strata

Towns with pop. over 1,000,000
1. Calcutta 2,927,289

Towns with Pop. 500,000 to 999,999
1. Howrah 512,598

Towns with Pop. 100,000 to 499,999
1. South Suburban Town Group 341,712
2. Asansol Town Group 168,689
3. Bhatpara 147,630
4. Kharagpur 147,253
5. Bally 130,896
6. Kamarhati 125,457
7. South Dum Dum 111,284
8. Burdwan 108,224
9. Baranagar 107,837

TOTAL 1,389,282

Towns with Pop. 50,000 to 99,999

1. Panihati 93,749
2. Serampur 91,521
3. Hooghly-Chinsurah 83,104
4. Titagarh 76,429
5. Nabadwip 72,861
6. Krishnagar 70,440
7. Kanchrapara 68,966
8. Chandernagore 67,105
9. Uluberia Town Group 66,299
10. Siliguri 65,471
11. Ashoknagar Town Group 64,716
12. Barrackpur 63,778
13. Kasbah Town Group 62,935
14. Bankura 62,833
15. Berhampur 62,317
16. Barasat-Nabapally Town Group 61,621
 (a) Barasat .. 29,281
 (b) Madhyamgram .. 18,483
 (c) Nabapally .. 13,857
17. Midnapur 59,532
18. Naithati 58,457
19. North Barrackpur 56,683
20. Ranaghat Town Group 55,100
21. Basirhat 53,943
22. Halisahar 51,423
23. Santipur 51,190

TOTAL 1,520,403

Towns with Pop. 20,000 to 49,999

1. Jalpaiguri 48,738
2. Purulia 48,134
3. Sankrail Town Group 47,174
4. Englishbazar 45,900
5. Bansberia 45,463

6. Baidyabati 44,312
7. Champdani 42,129
8. Cooch Behar 41,922
9. Durgapur Steel Project Area Town Group 41,696
10. Bangaon 41,082
11. Batanagar Town Group 40,656
12. Darjeeling 40,651
13. Budge-Budge 39,824
14. Rishra 38,535
15. North Dum Dum 38,140
16. Bhadreswar 35,489
17. Chakdah 35,089
18. Kult 34,280
19. Rajganj 32,290
20. Kotrung 31,031
21. Vishnupur 30,958
22. Domjur Town Group 30,843
23. Raniganj 30,113
24. Konnagar 29,443
25. Garulia 29,041
26. Chittaranjan 28,957
27. Alipur Duar 28,927
28. Khardah 28,362
29. Balurghat 26,999
30. Kalimpong 25,105
31. Rajpur 24,812
32. Jangipur 24,201
33. Jiaganj Azimganj 23,675
34. Baduria 23,573
35. Bolpur 23,355
36. Suri 22,841
37. Kalna 22,603
38. Kalyani-Kataganj and Gokula Government Colony Town Group 22,317
 (a) Gayeshpur, Govt. Colony .. 10,157
 (b) Kataganj & Gokul Govt. Colony .. 7,544
 (c) Kalyani .. 4,616
39. Contai 22,094
40. Uttarpara 21,132
41. Ghatal 21,062
42. New Barrackpur Colony 20,871
43. Katwa 20,621
44. Jagachha Town Group 20,094
45. Dum Dum 20,041
46. Mainaguri Town Group 20,014
TOTAL 1,454,594

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 1,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
25	244	2,156	5,224	8,514	22,291	38,454

RELIGION

					Population	% of total Population
Buddhists	112,253	0.32
Christians	204,530	0.59
Hindus	27,523,358	78.80
Jains	26,940	0.08
Muslims	6,985,287	20.00
Sikhs	34,184	0.10
Others	39,727	0.11

LANGUAGES

Important Languages Spoken

					Population	% of total population
Bengali	29,435,928	84.28
Hindi	1,897,825	5.43
Santali	1,140,913	3.27

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it)

Urban

Persons				Persons		
Bengali	6,023,141	Punjabi	50,958
Gujarati	24,546	Tamil	30,467
Hindi	1,382,502	Telugu	75,232
Marathi	12,549	Urdu	559,161
Oriya	153,471			

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
4,517,151	291,677	1,525,474	52.9	59.6	43.3

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,02,25,664	74,54,006	27,71,658	29.3	40.1	17.0

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
5	1	4	136	56	14	216

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes 1961-62)

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
49.5	349272	23.3	323363	11	299342	1.4	84485

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	Foreign Banks
14	272	12.92,56	14,96,41	21

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
3,25,42	93.2	3,58,80	102.8

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	8,754
Government Companies	9

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)			8,61.33	8,61.62	8,63.30
Sales Tax			24,42.26	31,30.21	32,70.21

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
688	723	739	796

EXPORTS

Agricultural and agro-based products:

Jute, mesta, sann hemp, bananas, mangoes, palmyra fibre, potato, ginger, oilcakes, vegetable oils (edible and non-edible) and products (Vanaspati), biscuits, sugar, sugar confectionary, gur, cigarettes, cotton yarn, cotton cloth, chrome, tanned hides, bidi, hookah tobacco, lac, silk, bristles, leather footwear and other goods, handloom cotton fabrics, silk fabrics, woollen fabrics, coir manufactures, hosiery, ropes.

Forest and forest-based products:

Sal wood, conifer woods, sisoo wood, myrobalan, kapok, pisa seed, nahor seed, kamala seed, honey, pencils, matches, fibre board, commercial plywood, paper and paper products, footwear (rubber), tyres and tubes and other rubber goods, cellulose film.

Fishery products:

Fish oil.

Minerals and mineral-based products.

Coal, china-clay, fire-clay, dolomite,

salt, sheet glass, whiteware (crocery), refractories.

Metals and metal manufactures:

Pig iron, and ferro alloys, iron and steel, aluminium goods, brass/copper sheets, and circles, lead and zinc manufactures.

Machinery and transport equipment:

Milling cutters, sewing machines and parts, machine tools sugar mill machinery electric motors, power transformers, railway wagons, bicycles and bicycle spare parts, air conditioners, textile machinery, jute mill machinery, heavy industrial machinery, light industrial machinery, tractors, and road rollers, pumps, typewriters, automobile ancillaries.

Miscellaneous engineering goods:

Wood screws, razor blades, enamelware, conduit pipes, storage batteries, electric lamps, electric fans, winding wires, V.I.R. & P.V.C. cables, house service meters, small tools, industrial fasteners and builders' hardware, scientific instruments, steel furniture, hurricane lanterns and stoves, drums and containers and cutlery.

NOW

A POLITICAL AND CULTURAL WEEKLY
54, GANESH CHUNDER AVENUE
CALCUTTA-13.

PRESS IN THE STATE

As in Maharashtra and Madras, the Press in this State is in a peculiarly strong position. It has three major English dailies published from Calcutta—the Statesman, Hindustan Standard and Amrita Bazar Patrika. Associated with the Hindustan Standard is the mass circulated Bengali newspaper, Ananda Bazar Patrika.

The daily Press, both Bengali and English, has strong financial backing. The smaller papers naturally are in a less fortunate position, but because of the State's high literacy and good communications, even they enjoy a fair circulation, which keeps them going.

The difficulties of obtaining sufficient newsprint is one of the largest hurdles in the way of further improvement.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit.%
8,540,842	4,517,151	52.9	461,268	1.2
WKLY. CIR.*	Press cov. to lit%	MAG. CIR*.	Press cov. to it.%	
117,185	2.6	54,006	1.2	

*A.B.C. Members only.

Pattern of Circulation
(A.B.C. members only)

DAILIES

				Origin	Staying A	Incoming B
ENGLISH	287,325	196,928	6,135
LANGUAGE	297,918	248,128	10,077

WEEKLIES

				Origin	Staying C	Incoming D
ENGLISH	Nil	Nil	44,967
LANGUAGE	59,760	43,692	28,526

MAGAZINES

				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil	25,453
LANGUAGE	Nil	Nil	28,553

A. Amrita Bazar Patrika 80,737. Hindustan Standard 35,902. Statesman, 80,289.
 B.† Economic Times 1,544. Times of India—(Bombay edn.) 1,053.
 C. Nil.

- D.† Blitz 15,537. Current 2,202. Screen 5,426. Sunday Standard (Bombay edn.) 2,279. Organiser 1,466. Eve's Weekly 2,304. Link 1,322. Sport & Pastime 5,668. Illustrated Weekly of India 7,391.
- E. Nil.
- F.† Bhavan's Journal 1,164. Femina, 5,972. Filmfare 8,585. Imprint 3,428. Picturpost 4,446.
- G. Ananda Bazar Patrika 1,37,357. Jugantar 1,00,886. Sanmarg 9,885.
- H.† Hindustan 3,426. Samaj 2,674. Kalinga 1,130 (Jan. to June '64 figs.).
- I. Ananda Bazar Patrika 2,930. Desh 40,762.
- J.† Ananda Vikatan 2,602. Blitz 2,683. Pravasi 1,325. Andhra Patrika Ill. Wkly. 1,955. Andhra Prabha Ill. Wkly. 1,794. Dharmayug 7,504. Kalki 1,275. Kumudam 2,029. Saptahik Hindustan 3,296. Malayala Manorama 1,153. Panchjanya 1,616 (Jan. to June '64 figs.)
- K. Nil.
- L.† Arun 2,861. Navaneet (H) 1,101. Parag 2,903. Sarika 1,863. Sarita 2,864. Shama 4,946. Sushma 4,145. Biswin Sadi 1,466.

Non-A.B.C. members circulation as provided by the publisher: (in the State)
Bombay Samachar 1,350. Naba Kallol 25,744. Chandamama 5,171.
Reader's Digest 15,530.

†Only those publications are listed whose circulation in the State is above 1,000.
All circulation figures are as per the latest available ABC certificates.

Analysis Calcutta Press*

				DAILIES		
				Origin	Staying	% All India
ENGLISH	2,86,664	1,57,154	54.8
BENGALI	2,84,261	1,23,319	43.4
HINDI	13,201	7,218	54.7
				WEEKLIES		
				Origin	Staying	%All India
ENGLISH	Nil.	Nil.	Nil.
BENGALI	59,681	25,317	42.4
HINDI	Nil.	Nil.	Nil.
				MAGAZINES		
				Origin	Staying	%All India
ENGLISH	Nil.	Nil.	Nil.
BENGALI	Nil.	Nil.	Nil.
HINDI	Nil.	Nil.	Nil.
				DAILIES	WEEKLIES	MAGAZINES
METRO TOTAL	2,87,691	25,317	Nil.
STATE TOTAL	5,84,126	59,681	Nil.
METRO TO STATE TOTAL	49.3%	42.4%	Nil.

*A.B.C. Members only.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of 100 col. cms x 12 insers-ions (Rs.)	Mille-' rate for All India (Rs. per s.c.cm.)	Casual rate (Rs. per s.c.cm)
	All India	State of Publn.	Town of Publn.			
English Dailies						
Amrita Bazar Patrika ..	98,300	80,737	57,191	15,000	.13	15.00
Hindusthan Standard ..	47,946	35,902	25,419	7,200	.13	7.00
Statesman ..	1,40,418	80,289	74,544	16,800	.1	16.00
Language Dailies						
Ananda Bazar Patrika	1,61,390	1,37,357	70,934	12,600	.07	12.00
Jugantar ..	1,22,871	1,00,886	52,385	12,720	.1	12.60
Sanmarg ..	13,201	9,885	7,218	2,400	.15	3.00
Language Weeklies						
Ananda Bazar Patrika	3,631	..	2,930	6,000	1.39	...
Desh ..	56,050	40,762	22,387	6,000	.09	6.00
Language Magazine	(Calculations based on F. Pg. Rates)					
Naba Kallol ..	39,500	21,744	12,800	3,000	6.32	300.00

Press & Publicity Syndicate Private Ltd.

The All-Round Advertising Agents

53, Radha Bazar Lane,

CALCUTTA-I.

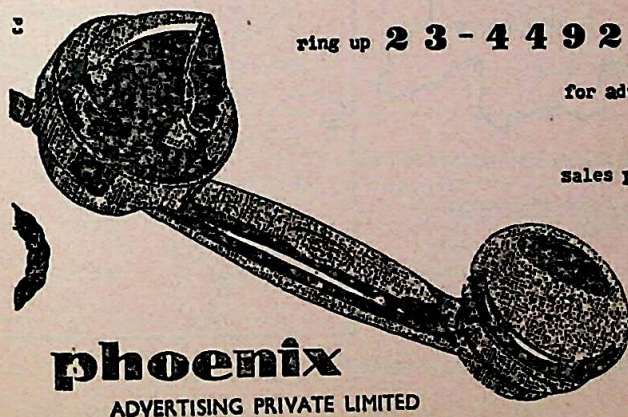
**Phones : 22-6348
22-9671**

CINEMA STATISTICS AND ADVERTISING COST CHART

				Towns with population:			
				50,000 to 100,000 (1 lakh)	1 to 5 laks	5 to 10 laks	10 lakhs & over
No. of Towns		23	9	1	1
Total Population of such Towns		1,520,403	1,389,282	512,598	2,927,289
English Cinemas	512,598	8
No. of Seats	6,939
No. of shows weekly	171
Estimated weekly au- dience*	89,103
%age of wkly audience to total population	30
Non-English Cinemas		25	21	7	46
No. of seats		18,458	15,921	5,671	33,199
No. of shows weekly		489	420	150	972
Estimated weekly au- dience*		213,333	195,654	72,937	420,833
%age of weekly audience to total population		14	14.1	14.2	14.4
Cost of 100-ft. film × 4 week run	(Rs)	3,224	3,302	1,240	18,760

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

EWA = 60% of (Number of seats × Weekly number of shows).



ring up **2 3 - 4 4 9 2**

for advertising direct mail
annual report
sales promotion
point-of-sale
packaging

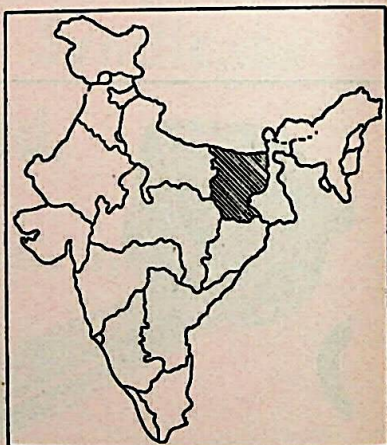
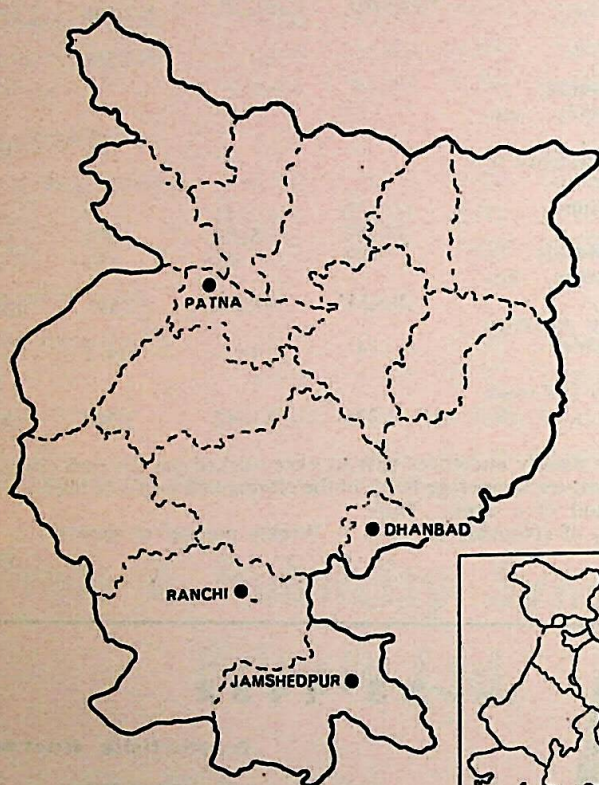
phoenix
ADVERTISING PRIVATE LIMITED



1A, VANSITTART ROW, CALCUTTA-1

Bihar

● *Press Media Centres*



Bihar

Bihar is the second largest State in population, but the eighth largest in area. It is more thickly populated than any other State of the Union barring Kerala.

Geographically, the State is situated in what might be conveniently described as the Lower Gangetic region, the river dividing it into two distinct zones. The northern half, which lies between Uttar Pradesh and West Bengal, is a fertile valley, being made up of the silt brought down by the Ganges, the Kosi, the Gogra, the Gandak and the Sone. The area has an average annual rainfall of 45 to 50 inches. In this area, 86 per cent of the population depend on agriculture.

The southern half is the plateau of Chota Nagpur. The region is liable to destructive floods. The Chota Nagpur Plateau, the north-eastern part of the Deccan plateau, is 500 to 3,000 feet above sea level and contains the valleys of the Damodar, the Swarnarekha and the Barakar rivers. Geographically this belt is a continuation of the eastern half of

Madhya Pradesh and has almost similar characteristics. There is a lower average rainfall, a lower cultivable area, low fertility of the soil and a large area under forests. The total area under forest is 15,040 sq. miles.

Apart from its importance as the principal source of India's coal, iron and other minerals, it ranks high among Indian States in the production of rice has the second largest concentration of sugar factories, and is the second biggest tobacco grower. The State contains more than 80% of India's coal reserves, 98% of our iron ore, 70% of mica, 100% of copper and kyanite, 48% of China clay and asbestos, 70% of chromite and sizable deposits of manganese.

The multi-purpose Damodar Valley Project is intended to provide flood protection, irrigation and permanent navigation. The Damodar Valley is one of the richest agricultural and industrial belts of India. Dams have been constructed at Tilaiya, Konar, Maithon and Panchet Hill. Power houses have been built at Bokaro, Tilaiya, Maithon and Panchet Hill.

POPULATION

Total Population:—46,455,610

Area (in. sq. miles):—67,196

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban Fig. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
3,913,920	713	884	598	1,294	526

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
9	1,687	33.15

INFA 1965

No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
6	443	11.3
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
30	906	23.2

NOTE:—There are no towns with population of 5 lakhs and over.

Towns with Pop. 100,000 to 499,999

1. Patna	364,594
2. Jamshedpur Town Group	328,044
3. Dhanbad-Jharia-Sindri Town Group	200,618
(a) Dhanbad	57,352
(b) Jharia	33,683
(c) Sindri	41,315
(d) Other subtowns	68,268
4. Gaya	151,105
5. Monghyr-Jamalpur Town Group	146,807
(a) Monghyr	89,768
(b) Jamalpur	57,039
6. Bhagalpur	143,850
7. Ranchi Town Group	140,253
8. Muzaffarpur	109,048
9. Darbhanga	103,016
TOTAL	1,687,329

Towns with Pop. 50,000 to 99,999

1. Chapra-Revelganj Town Grop	88,264
(a) Chapra	75,580
(b) Revelganj	12,684
2. Bihar	78,581
3. Arrah	76,766
4. Dinapur Town Group	70,766
5. Barauni-Teghra Town Group	69,562
(a) Barauni	45,989
(b) Teghra	23,573
6. Katihar	59,344
TOTAL	443,283

Towns with Pop. 20,000 to 49,999

1. Kumardhubi Town Group	42,722
2. Hazaribagh	40,958
3. Purnea	40,602
4. Bettiah	39,990
5. Dehri	38,092
6. Sasaram	37,782
7. Giridih	36,881
8. Mokameh	35,743
9. Deoghar Town Group	35,105
10. Motihari Town Group	34,602
11. Hajipur	34,044
12. Jaridih Bazar	31,605
13. Sahibganj	31,409
14. Chakradharpur	30,906
15. Katras Town Group	29,776
16. Bermo Town Group	28,603
17. Madhubani	28,229
18. Siwan	27,370
19. Begusarai	27,346
20. Kishanganj	27,002
21. Samastipur	25,726
22. Daltonganj	25,270
23. Jamui	24,213
24. Jehanabad	23,209
25. Buxar	23,068
26. Chaibasa	22,019
27. Jhumri-Tilaiya	21,777
28. Sitamarhi-Dumra Town Group	21,636
(a) Sitamarhi	17,873
(d) Dumra	3,763
29. Barahiya	20,502
30. Ramgarh Cantonment	20,041
TOTAL	906,228

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
44	441	3,339	7,635	13,784	42,422	67,665

RELIGION

	Population					% of total Population
Buddhists	2,885	0.01
Christians	502,195	1.08
Hindus	39,347,050	84.70
Jains	17,598	0.04
Muslims	5,785,631	12.45
Sikhs	44,413	0.09
Others	755,838	1.63

LANGUAGES

Important Languages Spoken

	Population					% of total population
Hindi	20,580,643	44.30
Urdu	4,149,245	8.93
Bihari	16,442,087	35.39

Languages spoken as specified in Schedule VIII of the Constitution. (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

Persons			Persons		
Bengali	..	278,003	Punjabi	..	55,924
Gujarati	..	16,147	Tamil	..	12,191
Hindi	..	2,130,253	Telugu	..	24,002
Oriya	..	60,007	Urdu	..	611,542

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,690,337	1,200,275	490,062	43.2	55.5	28

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
85,47,845	69,50,967	15,96,878	18.4	29.8	6.9

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institution	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
5	1	4	112	34	7	163

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes 1961-62)

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
13.1	91044	4.4	61,506	1.3	32.678	0.9	4861

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	Foreign Banks
5	189	56,66	49,56	—

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount in (Lakhs of Rs.)	Per capita deposits
63,79	13.7	68,77	14.8

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	338
Government Companies	5

Revenue Account (In Lakhs of Rs.)

	Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	9,75.19	10,50.10	11,22.35
Sales Tax	12,11.02	15,66.27	16,96.52

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
180	189	192	203

EXPORTS

Agricultural and agro-based products:

Potato, chillies, jute, sann hemp, palmyra fibre, mangoes, pineapple, bristles, horse hair, pulses, vegetable oils (edible and non-edible), biscuits, sugar, oilcakes, sugar confectionery, vegetable oil products (Vanaspati), cigarettes, bidi, leather footwear and other goods, handloom fabrics, silk fabrics.

Forest and forest-based products:

Lac, bamboos, salwood, myrobalan, cutch and khair, kapok and akund floss, mahua seed, macassar oil, paper and paper products.

Minerals and mineral based products:

Coal, iron ore, mica, copper ore, kyanite, china-clay, fire-clay, bauxite,

apatite, limestone, manganese ore, asbestos, chromite, steatite, cement, sheet-glass, mica, asbestos cement products, refractories.

Metals and metal manufactures:

Pig iron and ferro alloys, iron and steel.

Machinery and transport equipment:

Sugar mill machinery, heavy and light industrial machinery.

Chemicals and chemical products:

Ammonium sulphate, soap, coaltar, pitch, naphthalene.

Handicrafts and miscellaneous consumer goods:

Mats and basketware, dolls and toys, applique embroidery, papiermache work.

PRESS IN THE STATE

On the basis of population, the State should have had some 500 newspapers; in fact, however, it has only some 200. Most of the important dailies and periodicals are published from the State capital, Patna. Progress in Ranchi and Jamshedpur is retarded by the fact of their easy accessibility from Calcutta. The Aryavarta (Hindi) and the Indian Nation (English) command good circulation, the former claiming 50,000. Expansion has been vertical rather than horizontal. With competition from Calcutta and Delhi papers, the scope for expansion is limited. The Birla and the Darbhanga papers have good financial backing and are making headway. The small newspapers, however, are in a bad way; they lack resources.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY CIR*	Press cov. to lit. %
3,913,920	1,690,337	43.2	1,34,903	8
WKLY CIR*	Press cov. to lit. %	MAG. CIR*	Press cov. to lit %	
61,731	3.7	49,317	2.9	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

				Origin	Staying A	Incoming B
ENGLISH	33,284	23,774	26,502
LANGUAGE	48,751	47,895	27,732

WEEKLIES

				Origin	Staying C	Incoming D
ENGLISH	Nil	Nil	25,015
LANGUAGE	Nil	Nil	36,716

MAGAZINES

				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil	11,455
LANGUAGE	Nil	Nil	37,862

A. Indian Nation 32,774.

B.† Amrita Bazar Patrika 7,370. Hindustan Times 1,489. Hindusthan Standard 1,754. Statesman 12,692. Times of India (Delhi edn.) 1,979.

C. Nil.

D.† Blitz 13,216. Organiser 1,753. Screen 1,826. Illustrated Weekly of India 3,986. Sport & Pastime 1,110.

E. Nil.

F.† Femina 2,179. Filmfare 5,545. Picturpost 1,701.

G. Aryavarta 47,895.

H.† Ananda Bazar Patrika 9,169. Hindustan 2,584. Jugantar 7,161. Navabharat Times (Delhi edn.) 2,254. Siyasat Jadid 1,597. Sanmarg 1,021. Aj 1,353.

I. Nil.

J.† Blitz 4,592. Panchajanya 5,426. (Jan to June '64 figs.) Desh 4,143. Hindi Times 1,530. Dharmayug 12,732. Saptahik Hindustan 7,709. Andhra Prabha Ill. 1,047.

K. Nil.

L.† Arun 4,081. Kahani 3,810 (Jan to June '64 figs.) Navaneet (H) 2,048. Kadamhini 1,886. Parag 4,989. Sarika 3,635. Sarita 1,935. Shama 8,229. Sushma 5,846. Biswin Sadi 1,949.

Non-A.B.C. members circulation as provided by the publisher: (in the State)
 Naba Kallol 7,423. Chandamama 5,655. Reader's Digest 4,719.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			100	Cost of col. em. x 12 insertions (Rs.)	Mille- rate for All India (Rs.) per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
	All India	State of Publn.	Town of Publn.				
English Dailies							
Indian Nation ..	33,228	32,774	6,941	4,800	.12	6.00	
Language Dailies							
Aryavarta ..	48,711	47,895	4,588	4,800	.08	6.00	

CINEMA STATISTICS AND ADVERTISING COST CHART

Towns with population:					
		50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	6	9
Total Population of such Towns	442,283	1,687,329
English Cinemas	1	1
No. of Seats	687	450
No. of shows weekly	15	15
Estimated weekly audience*	6,183	4,320
%age of wkly audience to total population	1.4	26
Non-English Cinemas	7	20
No. of seats	4,540	15,231
No. of shows weekly	128	401
Estimated weekly audience*	49,497	184,207
%age of weekly audience to total population	11.2	10.9
Cost of 100-ft. film x 4 week run (Rs)	940	4,456

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60% of the cinema hall would be filled for each show over a period of a week. Thus:

EWA=60% of (Number of seats x Weekly number of shows).

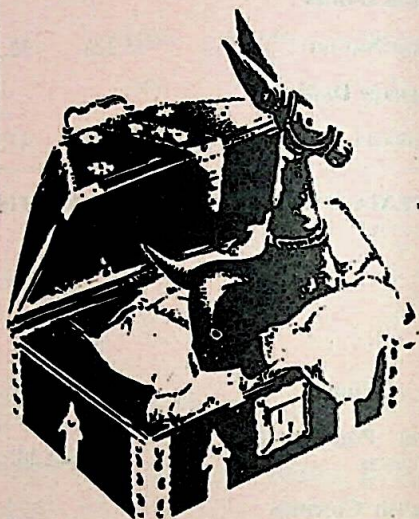
**FOR
YOUR
WINDOW
ON
AMERICA
SEE
ADVERTISEMENT**

Page No. : 224

P a r t : II

Section : 2

84/Ci-2



NO JACK-IN-THE-BOX!

But symbol of the finest in Indian handicrafts – a selection that is exclusive, hand-picked, chosen by experts from the most fabulous craftsmen of India. Available at the veritable treasure trove in



COTTAGE INDUSTRIES
ON JANPATH NEW DELHI

Delhi

The Union Territory of Delhi comprises the twin cities of the historically famous old Delhi called Delhi, and the modern Capital City of New Delhi to the south of it, besides 500-odd villages around.

The climate is marked by extremes, 40°—45° F in January and 105° to 110° F in June. Rainfall is scanty at about 30" annually. One day out of every four is a rainy day during the monsoon, as compared with one out of every two in Calcutta.

POPULATION

Total Population:—2,658,612

Area (in. sq. miles):—573

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figures in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
2,359	460	505	34	926	285

Distribution of Towns According to Population

No. of towns with pop. 10 lakhs and over	Total pop. of such towns (000)	%age to total population
1	2,359	87.4

Delhi (territory) pop. :—2,658,612.

Distribution of Villages According to Population (1961)

Over 10,000	5000 to 10000	2,000 to 1000	1,000 to 2000	500 to 1000	Less than 500	Total
—	—	42	59	99	76	276

RELIGION

					Population	% to total Population
Buddhists	5,466	—
Christians	29,269	1.10
Hindus	22,34,597	84.05
Jains	29,595	—
Muslims	1,55,453	5.85
Sikhs,	2,03,916	7.67
Others	316	—

LANGUAGES

Important Languages Spoken

					Population	% of total population
Hindi	2,057,241	77.38
Punjabi	317,333	11.94
Urdu	153,251	5.76
Hindustani	152	0.01

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it)

Urban

					Persons	Perons
Bengali	28,079	Tamil	..	22,920
Hindi	1,763,802	Urdu	..	150.199
Punjabi	315,089			

EDUCATION

Urban Literacy

LITERATES

PERCENTAGE OF LITERACY

Persons	Males	Females	Persons	Males	Females
1,327,112	842,509	484,603	56.3	63.5	47

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
2	1	4	23	12	3	45

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes (1961-62))

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
26.5	180449	11.8	161976	3.7	97678	.4	22922

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
8	174	2,80,57	3,45,40	16

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
3,07.51	1,138.9	2,82.80	1,347.4

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	2,001
Government Companies	21

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	7.34	10.40	9.60
Sales Tax	7,07.50	8,78.22	9,78.51

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
57	69	72	73

EXPORTS

Agricultural and agro-based products:
Fruit and vegetable products, vegetable oil products (Vanaspati), cotton yarn, cotton cloth.

Forests and forest-based products:
Pencils.

Minerals and mineral-based products:
China-clay, white-ware (crookery).

Machinery and transport equipment:
Bicycles, machine tools, automobile ancillaries.

Miscellaneous engineering goods:
Conduit pipes, small tools, industrial fasteners and builders' hardware, scientific instruments, surgical and medicinal equipment, hurricane lanterns and stove, drums and containers, cutlery.

Chemical and chemical products:
Soap, synthetic dyestuffs, insecticides, medicinal and pharmaceutical preparations, chlorine and bleaching powder.

Handicrafts and miscellaneous consumer goods:

Zari, dolls and toys, fancy carved ware, basketware, sports goods, brushes, books and periodicals.

PRESS IN THE STATE

The phenomenal progress of the Press in Delhi is a comparatively recent development. It has been marked since Independence. Before that there were only a couple of English dailies of consequence, one of them a simultaneous edition of the Calcutta Statesman. By the early fifties, other newspaper groups based in Bombay, Madras and Calcutta had established themselves in the capital. The Times of India group issues also a well circulated Hindi daily simultaneously with Bombay. In recent years yet another English daily has started publication and another is being planned.

The capital has a number of Urdu and Hindi dailies with considerable circulations.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR*	Press cov. to lit. %
2,359,408	1,327,112	56.2	159,840	12

WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %
93,208	7	65,278	4.9

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

				Origin	Staying	Incoming
ENGLISH	357,836	A 102,718	B 5,517
LANGUAGE	206,942	G 47,857	H 3,748

WEEKLIES

				Origin	Staying	Incoming
ENGLISH	98,657	C 26,321	D 30,597
LANGUAGE	76,009	I 9,546	J 26,744

MAGAZINES

				Origin	Staying	Incoming
ENGLISH	16,420	E 8,015	F 25,260
LANGUAGE	244,208	K 17,997	L 14,006

- A. Hindustan Times 46,468. Indian Express—(Delhi edn.) 31,571. Statesman 14,353. Times of India 10,326.
 B.† Economic Times 1,183.
 C. Organiser 1,434. Sunday Standard—(Delhi edn.) 21,920. Link 1,613. Shankar's weekly 1,354.
 D.† Blitz 9,929. Screen 5,970. Eve's Weekly 1,413. Illustrated Weekly of India 8,851. Sport & Pastime 1,657. Swarajya 1,248. Current 1,111.
 E. Caravan 1,178. Upper India Motorist 6,837.
 F.† Bhavan's Journal—1,502. Femina 7,040. Filmfare 10,220. Imprint 2,243. Pictur-post 4,147.
 G. Hindustan 12,505. Milap 9,612. Navbharat Times 25,740.
 H.† Nil.
 I. Hindi Times 5,032. Saptahik Hindustan 4,514.
 J.† Blitz 2,612. Ananda Vikatan 3,028. Desh 1,539. Dharmayug 11,025. Kalki 1,629. Kumudam 2,236. Malayala Manorama 1,500. Mathrubhumi Ill. Weekly 1,084.
 K. Sushma 4,630. Shama 6,855. Kadambini 1,034. Biswin Sadi 2,005. Sarita 3,300.
 L.† Arun 1,424. Kahani 6,061 (Jan. to June 64 figs.) Kalaimagal 1,304. Navaneet (H.) 1,115. Parag 5,729. Sarika 2,320.

Non-A.B.C. members circulation as provided by the publisher: (in the State)

Patriot 15,700. Vir Arjun 3,045. Pratap-Delhi 16,839. Chandamama 12,730. Thought 3,034. Reader's Digest 11,794.

†Only those publications are listed whose circulation in the State is above 1,000. All circulation figures are as per the latest available ABC certificates.

Analysis Delhi Press*

					DAILIES		
					Origin	Staying	%All India
ENGLISH	3,57,799	1,62,096	45.3
HINDI	1,84,566	38,245	20.7
URDU	24,658	9,612	38.9

					WEEKLIES		
					Origin	Staying	%All India
ENGLISH	1,01,985	25,580	25
HINDI	75,820	9,546	12.6
URDU	Nil	Nil	Nil

					MAGAZINES		
					Origin	Staying	%All India
ENGLISH	16,268	8,015	49.3
HINDI	1,03,632	8,964	8.6
URDU	1,41,529	9,033	6.3

					DAILIES WEEKLIES MAGAZINES		
METRO TOTAL	209,953	35,126	26,012
STATE TOTAL	567,023	177,805	261,429
METRO TO STATE TOTAL	37%	19.8%	9.9%

*A.B.C. Members only.

PRESS ADVERTISING COST CHART

(CIRCULATION)					Cost of 100 Col. cmx12 insertions (Rs.)	Mille- rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
All India.	State of Publn.	Town of Publn.					
English Dailies							
Hindustan Times	..	1,12,630	..	46,468	15,360	.01	14.00
Indian Express	..	60,643	..	30,758	6,000	.08	6.00
Patriot	..	30,000	..	15,700	4,800	.13	4.80
Statesman	..	1,40,418	14,353	74,544	16,800	.1	16.00
Times of India	..	44,108	..	10,326	6,000	.11	6.00
Language Dailies							
Hindustan	..	84,893	..	12,505	7,800	.08	7.50
Milap	..	24,658	..	9,612	3,360	.11	3.60
Navabharat Times	..	99,673	..	25,740	9,600	.08	10.00
Pratap	..	36,256	..	16,839	3,840	.09	3.20
Vir Arjun	..	25,762	..	3,045	2,400	.08	2.40
English Weeklies							
Link	..	11,034	..	1,613	4,800	.36	5.00
Organiser	..	26,397	..	1,434	3,840	.12	4.00
Shankar's Weekly	..	9,440	..	1,354	3,840	.34	4.00
Sunday Standard	..	55,114	..	21,179	6,000	.09	..
Thought	..	9,538	..	3,034	3,000	.26	3.00
Language Weeklies							
Hindi Times	..	11,574	..	5,032	3,900	.28	5.00
Saptahik Hindustan	..	64,246	..	4,514	6,240	.08	6.00

(CIRCULATION)				Cost of F.Pg. cmx12 inscriptions (Rs.)	Mille-rate for All India (Rs. per F. Pg.)	Casual Rate (Rs. per F. Pg.)	
	All India	State of Publn.	Town of Publn.				
English Magazines							
Caravan	..	7,776	..	1,178	3,600	38.58	300.00
Upper India Motorist	..	8,492	..	6,837	3,600	35.33	..
Language Magazines							
Biswin Sadi	..	25,780	..	2,005	2,400	7.76	250.00
Kadambini	..	15,565	..	1,034	1,800	9.64	150.00
Khilauna	..	10,802	..	173	1,800	13.89	150.00
Sarita	..	32,350	..	3,300	4,200	10.82	350.00
Shama	..	1,04,047	..	6,855	4,200	3.34	350.00
Shushma	..	55,717	..	4,630	3,000	4.49	250.00

CINEMA STATISTICS AND ADVERTISING COST CHART

Towns with population:

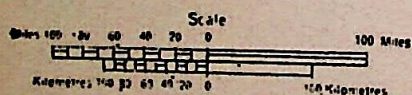
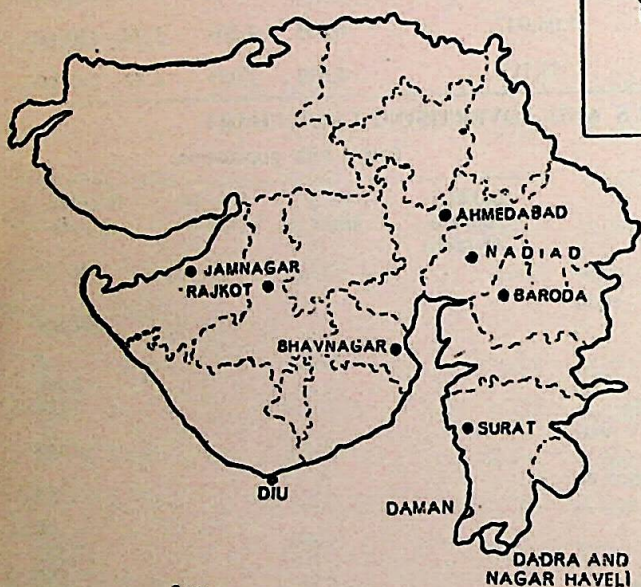
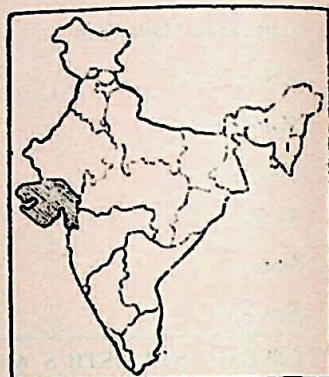
	50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	1
Total Population of such Towns	2,359,408
English Cinemas	4
No. of seats	2,968
No. of shows weekly	114
Estimated weekly audience†	50,782
%age of wkly audience to total population	2.2
Non-English Cinemas	30
No. of seats	17,532
No. of shows weekly	796
Estimated weekly audience†	287,296
%age of weekly audience to total population	12.2
Cost of 100-ft. film × 4 week run .. (Rs)	11,752

†Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60% of the cinema hall would be filled for each show over a period of a week. Thus:

$$\text{EWA} = 60\% \text{ of } (\text{Number of seats} \times \text{Weekly number of shows}).$$

Gujarat

● *Press Media Centres*



Gujarat

Gujarat is situated on the west coast of India between 20.1° and 24.7° North latitude and 68.4° and 74.4° East longitude. On the west is the Arabian Sea, on the north-west the Gulf of Kutch, and on the north the little Rann and the Mewa desert. Flanking the east are the spurs of the Vindhya to the north and the offshoots of the Satpura range towards the south.

The State can be divided into three main regions: the peninsula of Saurash-

tra, the lowlands of Kutch in the north and mainland Gujarat between the Banas and Damanganga rivers.

The average rainfall in north Gujarat is 20". In the south it is as much as 45". The Rann of Kutch receives 12 to 14" only, but is a sheet of water during the rains.

The people of Gujarat have a flair for mercantile and maritime activities. The big textile industry of Ahmedabad is evidence of their industrial enterprise.

POPULATION

-Total Population:—20,633,350

Area (in. sq. miles):—72,245

Population Urban (000)	Households Urban (000)	No. of Persons in age-group (Urban, fig. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
5,317	1,033	913	857	1,675	719

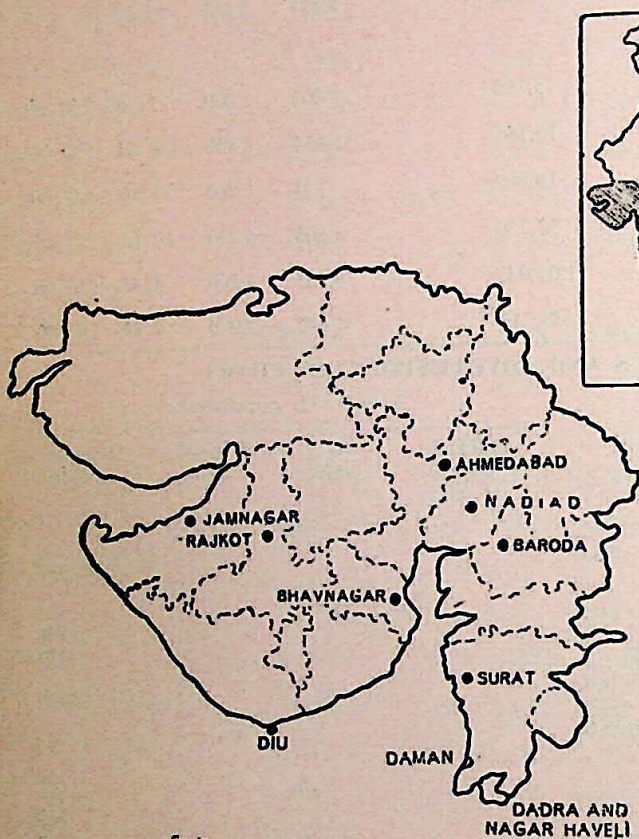
Distribution of Towns According to Population

No. of towns with pop. 10 lakhs and over	Total pop. of such towns (000)	%age to total population
1	1,206	21.63
No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
5	1,106	20.8
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
10	622	11.7
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
40	1,196	22.5

NOTE:—There are no towns with population of 5 lakhs to 10 lakhs.

Gujarat

● *Press Media Centres*



Gujarat

Gujarat is situated on the west coast of India between 20.1° and 24.7° North latitude and 68.4° and 74.4° East longitude. On the west is the Arabian Sea, on the north-west the Gulf of Kutch, and on the north the little Rann and the Mewa desert. Flanking the east are the spurs of the Vindhya to the north and the offshoots of the Satpura range towards the south.

The State can be divided into three main regions: the peninsula of Saurash-

tra, the lowlands of Kutch in the north and mainland Gujarat between the Banas and Damanganga rivers.

The average rainfall in north Gujarat is 20". In the south it is as much as 45". The Rann of Kutch receives 12 to 14" only, but is a sheet of water during the rains.

The people of Gujarat have a flair for mercantile and maritime activities. The big textile industry of Ahmedabad is evidence of their industrial enterprise.

POPULATION

-Total Population:—20,633,350

Area (In. sq. miles):—72,245

Population Urban (000)	Households Urban (000)	No. of Persons in age-group (Urban, fig. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
5,317	1,033	913	857	1,675	719

Distribution of Towns According to Population

No. of towns with pop. 10 lakhs and over	Total pop. of such towns (000)	%age to total population
1	1,206	21.63
No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
5	1,106	20.8
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
10	622	11.7
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
40	1,196	22.5

NOTE:—There are no towns with population of 5 lakhs to 10 lakhs.

NFA 1965

Distribution of Towns by Population Strata					
Towns with Pop. over 1,000,000					
1. Ahmedabad	..	1,206,001			
Towns with Pop. 100,000 to 499,999					
1. Baroda	..	298,398	7. Bulsar	..	37,586
2. Surat	..	288,026	8. Dohad	..	35,483
3. Rajkot	..	194,145	9. Pelad	..	35,239
4. Bhavnagar	..	176,473	10. Amreli	..	34,699
5. Jamnagar	..	148,572	11. Sidhpur	..	33,850
<hr/>			12. Mahuva	..	32,732
TOTAL	..	1,105,614	13. Mehsana	..	32,577
Towns with Pop. 50,000 to 99,999					
1. Nadiad	..	78,952	14. Dhrangadhra	..	32,577
2. Porbandar	..	75,081	15. Kalol	..	31,940
3. Junagadh	..	74,298	16. Jetpur	..	31,186
4. Broach	..	73,639	17. Savarkundla	..	31,051
5. Veraval Town Group	..	60,857	18. Dabhoi	..	30,841
6. Navsari	..	53,600	19. Palanpur	..	29,139
7. Godhra	..	52,167	20. Upleta	..	27,613
8. Patan	..	51,953	21. Dholka	..	27,476
9. Cambay	..	51,291	22. Wadhwan	..	27,104
10. Morvi	..	50,192	23. Papadvanj	..	27,053
<hr/>			24. Mandvi	..	26,609
TOTAL	..	622,030	25. Gandhidham	..	26,514
Towns with Pop. 20,000 to 49,999					
1. Dhoraji	..	48,951	26. Botad	..	26,168
2. Surendranagar	..	48,602	27. Visnagar	..	25,982
3. Gondal	..	45,069	28. Bilimora	..	24,941
4. Anand	..	40,458	29. Borsad	..	24,704
5. Bhuj	..	40,180	30. Palitana	..	24,581
6. Viramgam	..	38,955	31. Kadi	..	23,661
			32. Anjar	..	23,301
			33. Wankaner	..	22,509
			34. Limbodi	..	21,801
			35. Rajpipla	..	21,426
			36. Umreth	..	21,244
			37. Mangrol	..	21,089
			38. Unjha	..	20,371
			39. Ankleshwar	..	20,287
			40. Khambhalia	..	20,064
			TOTAL	..	1,195,513

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
7	141	1,332	3,301	5,299	8,504	18,454

RELIGION

					Population	% of total Population
Buddhists	3,185	0.01
Christians	91,028	0.44
Hindus	18,356,061	88.96
Jains	409,754	1.99
Muslims	1,745,103	8.46
Sikhs	9,646	0.05
Others	18,573	0.09

Important Languages Spoken

					Population	% of total population
Gujarati	18,672,722	90.50
Urdu	594,670	2.88
Sindhi	500,222	2.42

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

Persons				Persons		
Gujarati	4,243,243	Punjabi	..	12,977
Hindi	162,860	Tamil	..	12,042
Marathi	76,727	Urdu	..	448,959

EDUCATION

Urban Literacy

LITERATES

PERCENTAGE OF LITERACY

Persons	Males	Females	Persons	Males	Females
2,593,169	1,671,123	922,046	48.8	59.6	36.7

Literacy in State

LITERATES

PERCENTAGE OF LITERACY

Persons	Males	Females	Persons	Males	Females
62,83,256	43,73,373	19,60,883	30.5	41.1	19.1

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
3	1	8	56	45	9	122

INFA 1965

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes 1961-62.)

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
32.4	226083	14.8	203373	4.3	114589	.42	23088

Indian Commercial Banks

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
3	403	3,01,00	2,86,78	1

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
1,50,09	72.9	1,65,17	50.2

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	890
Government Companies	5

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	5,41.11	6,03.56	6,18.48		
Sales Tax	15,00.00	18,95.00	19,24.00		

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
—	346	361	378

EXPORTS**Agricultural and agro-based products:**

Cotton, groundnut, fennel, cotton-seed, ginger, bananas, kardi seed and oil, sugar, vegetable oil products (Vanaspati), cotton yarn, cotton cloth, wool, starch and glutin, guar, gum, woollen fabrics.

Forests and forest-based products:

Mahua seed, neem seed, Khakan seed, karanja seed, kokum seed; Palmarosa oil, ginger grass oil, bobbins, pencils, paper and paper products, rubber goods.

Fishery products:

Marine fish, shark liver oil, shark fins and fish maws, fish manure, alginates and similar algae, canned fish.

Minerals and mineral-based products:

Bauxite, salt, manganese ore, limestone, china-clay, fire-clay, agate, ben-

tonite, calcite, building stone, cement, whiteware (crookery), sanitary ware, stone ware, glazed tiles.

Machinery and transport equipment:

Power driven pumps, textile machinery, automobile ancillaries.

Miscellaneous engineering goods:

Small tools, industrial fasteners and builders' hardware, drums and containers, cutlery.

Chemicals and chemical products:

Heavy chemicals, plastic articles, synthetic dyestuffs, insecticides, medicinal and pharmaceutical preparations, chlorine and bleaching powder, printing and writing ink.

Handicrafts and miscellaneous consumer goods :

Embroidery, artistic woodware, zari, jewellery, fancy carved ware, umbrellas, fabrics of man-made fibres.

PRESS IN THE STATE

The State has in all 19 daily Gujarati newspapers, all of them with small circulations. Few command an all-Gujarat sale, the papers being mainly confined to areas around their publication centres. Newspapers are unable to push ahead against formidable competition from English and Gujarati dailies issued from Bombay. There is scope for improvement, but newsprint difficulties have to be removed and facilities for modernising equipment provided.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit. %
5,316,624	2,593,169	48.7	338,819	13
WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
82,267	3.2	62,213	2.4	

*A.B.C. Members only.

Pattern of Circulation
(A.B.C. members only)

DAILIES

				Origin	Staying A Nil G	Incoming B 38,780 H
ENGLISH	Nil	Nil	38,780
LANGUAGE	288,576	285,205	14,834

WEEKLIES

				Origin	Staying C Nil I Nil	Incoming D 40,169 J 42,098
ENGLISH	Nil	Nil	40,169
LANGUAGE	Nil	Nil	42,098

MAGAZINES

				Origin	Staying E Nil K	Incoming F 10,048 L 14,902
ENGLISH	Nil	Nil	10,048
LANGUAGE	63,547	37,263	14,902

A. Nil.

B.† Free Press Journal 10,853. Indian Express—(Bombay edn.) 10,509. Times of India—(Bombay edn.) 15,886.

C. Nil.

D.† Bharat Jyoti 8,486. Blitz 9,559. Screen 3,859. Sunday Standard—(Bombay edn.)—10,230. Illustrated Weekly of India 3,692. Sport and Pastime 1,502.

E. Nil.

F.† Femina 2,222. Filmfare 4,683. Picturpost 1,101. Imprint 1,011.

G. Gujarat Mitra & Gujarat Darpan 24,013. Gujarat Samachar 48,256. Jai Hind 47,594. Janasatta 46,553. Lokasatta (Guj.) 15,072. Nutan Saurashtra (Guj.) 19,479. Phulchhab 17,372. Pratap 11,885. Sandesh 48,066. Swatantra Sarjan 6,915.

H.† Hindustan (Sin.) 2,749. Janmabhoomi 2,173. Lokasatta (Mar.) 2,155. Navbharat Times (Bombay edn.) 2,580. Mathrubhumi 1,929. (Combined figs. for Maharashtra and Gujarat).

I. Nil.

J.† Blitz 2,154. Lokasatta (Mar.) Weekly 3,301. Pravasi 13,891. Vyapar 6,711. Dharmayug 4,122. Hindvasi 3,496. Mathrubhumi Ill. Wkly. 5,573. (Combined figs. of Maharashtra and Gujarat).

K. Akhand Anand 20,787. Chandani 16, 476.

L.† Arun 1,041. Shama 1,340. Kismet 5,251. Parag 1,066. Sushma 1,299.

Non-A.B.C. members circulation as provided by the publisher: (in the State)

Bombay Samachar 4,754. Chandamama 9,605. Reader's Digest 4,830.

†Only those publications are listed whose circulation in the State is above 1,000. All circulation figures are as per the latest available A.B.C. certificates.

PRESS ADVERTISING COST CHART

		(CIRCULATION)			Cost of 100 Col. cmx12 inser-tions (Rs.)	Mille-rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
		All India	State of Publn.	Town of Publn.			
Language Dailies							
Gujarat Mitra & Guja-rat Darpan	..	23,863	24,013	12,146	2,160	.08	2.50
Gujarat Samachar	..	49,159	48,256	21,110	4,200	.07	4.00
Jai Hind	..	48,197	37,594	4,783 (Rajkot) 3,885 (Ahmed-abad)	3,300	.06	3.25
Janasatta	..	46,832	46,553	23,683	4,200	.07	4.00
Lokasatta	..	15,174	15,072	7,034	2,400	.13	2.50
Nutan Saurashtra	..	18,879	..	3,751	1,920	.09	2.00
Phulchhab	17,173	..	4,368	1,920	.09	2.00
Pratap	..	12,439	11,885	3,250	1,560	.1	1.75
Sandesh	..	49,215	48,066	17,922	4,200	.07	4.00
Swatantra Sarjan	..	6,851	..	10,36	1,560	.19	1.60
Language Magazines		(Calculations based on F. Pg. Rates)					
Akhand Anand	..	41,988	20,787	4,822	2,400	4.76	220.00
Chandani	..	22,252	16,476	3,503	1,500	5.62	150.00

CINEMA STATISTICS AND ADVERTISING COST CHART

			Towns with population:			
			50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	10	5	..	1
Total Population of such Towns	622,030	1,105,614	..	1,206,001
English Cinemas	1
No. of Seats	533
No. of shows weekly	28
Estimated weekly au- dience†	9,290
%age of wkly audience to total population	·77
Non-English Cinemas	19	24	..	14
No. of seats	12,208	15,258	..	9,343
No. of shows weekly	301	515	..	393
Estimated weekly au- dience†	116,012	197,406	..	148,031
%age of weekly audience to total population	18.6	17.9	..	12.3
Cost of 100-ft. film × 4 week run (Rs)	3,180	4,708	..	4,060

†Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average, 60% of the cinema hall would be filled for each show over a period of a week. Thus:

EWA=60% of (Number of seats × Weekly number of shows).

Himachal Pradesh

Himachal Pradesh, literally in the lap of the great Himalays, is a land of valleys, ridges, rivers, forests and snow.

expanses of the snowy plateau of Tibet. The southern boundary is formed by low hills overlooking the plains of the eastern Punjab, while on the north lies Kashmir.

Situated in the extreme north of India and commanding a strategic position, being contiguous with China and Tibet, the territory is separated into two bits by a district of the Punjab. Its northern and eastern borders are marked by the eternally snow-covered peaks of the Himalayas merging into the vast

Geographically, the State can be divided into two regions, the northern, comprising the Chamba district, separated from the rest by a large chunk of the Kangra district of the Punjab, and the southern, comprising the remaining three districts.

LANGUAGES

Important Languages Spoken

	Population	% of total population
Hindi & Pahari	663,352	49.10
Pahari-Unspecified	519,782	38.47
Mandeali	226,408	16.76
Hindi	143,570	10.63

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

Persons

Hindi 31,199

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
35,273	23,467	11,806	54.7	62.2	44.4

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes 1961-62)

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
.36	2540	.1	1436	.03	791	—	—

EXPORTS

Agricultural and agro-based products:
Ginger, walnuts, mushroom, potato,
goat hair, temperate fruits, wine, beer
and ale.

Forests and forest-based products:
Rosin and turpentine, crude drugs

and herbs, honey.

Minerals and mineral-based products:
Rock salt.

**Handicrafts and miscellaneous consumer
goods:**
Woollen shawls, embroidered rumals.

West Bengal Takes Rapid Strides In Power Supply

Production At The End Of

1950-51

1964-65

364 Mega Watts

554 Mega Watts

Outlay On Power Projects

1st Plan

Rs. 3.12 Crore

2nd Plan

Rs. 5.00 Crore

3rd Plan

Rs. 64.10 Crore

(Up to 1964-65)

Total

Rs. 72.22 Crore

PROPOSED OUTLAY UNDER 4TH PLAN—Rs. 160 CRORE

Extensive 132 KV grid lines have been constructed and are being constructed between Durgapur and Calcutta, Calcutta and Sonarpur; and Bandel and Titagarh-Ranaghat. Major 132 KV sub-stations are located at Adisaptagram, Bandel, Rishra, Hindmotor, Liluah, Howrah, Dharampur (Kalyani), Ranaghat, Titagarh, Behala, Sonarpur etc. Arrangements for supplying power in Kolaghat-Haldia, region, Kharagpur and Purulia area are also being made.

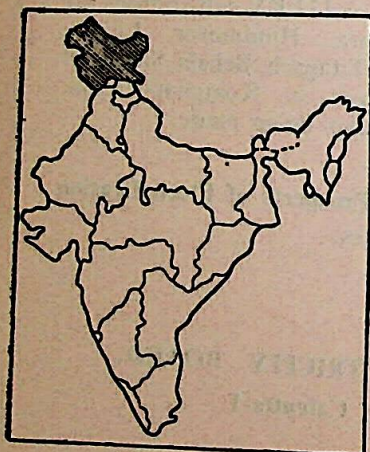
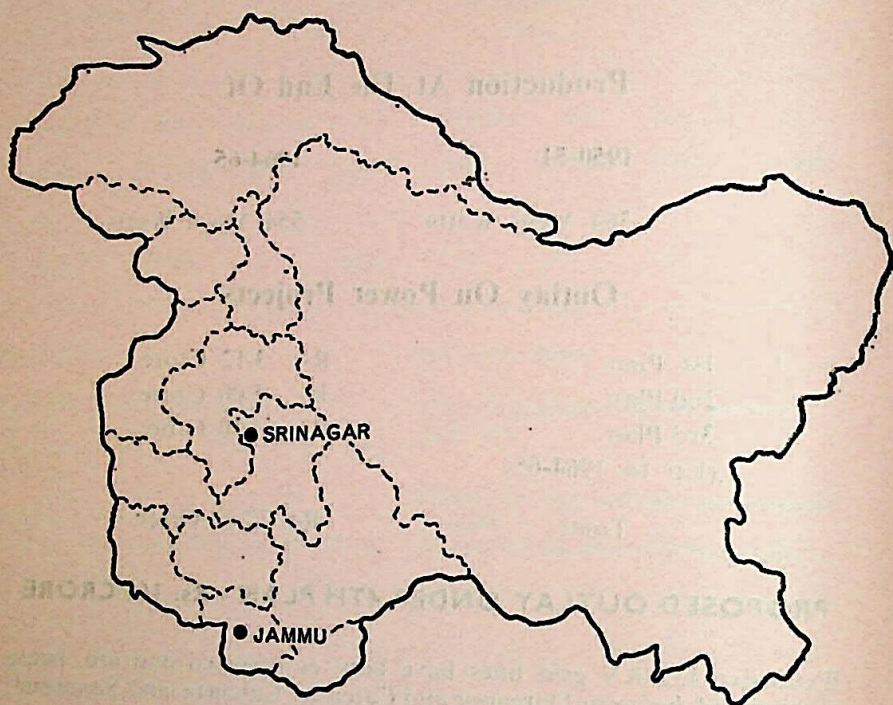
Expansion of Power Supply Opens New Prospects of Electrification of Village Industries.

Particulars From:

**WEST BENGAL STATE ELECTRICITY BOARD,
New Secretariat Building, Calcutta-1**

Issued By The Government Of West Bengal

Jammu & Kashmir

● *Press Media Centres*

Jammu & Kashmir

Jammu and Kashmir is situated on the northern extremity of India between 32.17° and 36.58° North Latitude and 73.26° and 80.30° East Longitude. The borders of this State contiguous to East Punjab (in India) touch not only Pakistan but also Soviet Russia, China and Afghanistan.

Geographically, the State is divided into three provinces: (a) Jammu, (b) Kashmir and (c) the Frontier Illaqs. The Jammu province consists of the sub-montane and semi-mountainous tract contiguous to Punjab and broken Kandi country skirting the Himalayan range as also the outer hills south of the mountain ranges. The Kashmir province consists of the Jhelum Valley and the Vellays that drain into the Kishen Ganga and the Liddar. The Frontier province

comprises the areas of Ladakh and Leh.

The climate of the State varies from the arctic cold in the Ladakh district to the tropical heat of the sub-montane and semi-mountainous tracts of Jammu. The Valley is, however, free from the extremes of heat and cold and has a temperate, salubrious climate. The pine-clad areas of Kishtwar and Bhaderwah also have a bracing, temperate climate. In winter the temperature in the Valley sometimes goes below the freezing point (32 degrees F.).

The rainfall varies from 30 to 60 inches a year, except in Ladakh district, where it is 4 inches. In Kashmir Valley, the annual rainfall varies from 30 to 35 inches and it is about 45 inches in Jammu district. Reasi and Poonch have more than 60 inches annually.

POPULATION

Total Population:—3,560,976

Area (in. sq. miles):—Not available

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, fig. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
593	974	141	102	183	75

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
2	398	65.40
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
1	21	3.6

NOTE:—There are no towns with pop. of 5 lakhs & over and 50,000 to 100,000.

Distribution of Towns by Population Strata

Towns with Pop. 100,000 to 499,999

1. Srinagar Town Group	295,084
2. Jammu	102,738
TOTAL	397,822

Towns with Pop. 20,000 to 49,999

1. Anantnag	21,087
-------------------	--------

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
—	5	114	528	1,320	4,592	6,559

RELIGION

					Population	% of total Population
Buddhists	48,360	1.36
Christians	2,848	0.08
Hindus	1,013,193	28.45
Jains	1,427	0.04
Muslims	2,432,067	68.30
Sikhs	63,069	1.77
Others	12	..

LANGUAGES

Important Languages Spoken

					Population	% of total population
Kashmiri	1,937,817	54.42
Punjabi	978,393	27.48
Pahari-Unspecified	243,747	6.84

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

		Persons			Persons
Hindi	15,954	Punjabi	147,322
Kashmiri	409,042			

EDUCATION

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
167,639	118,352	49,287	28.3	36.6	18

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
3,92,761	3,21,827	70,934	11.0	17.0	4.3

Institutions of Higher Education (1961-62)						
Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
1	--	—	16	7	10	34

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes 1961-62.)

G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
2.4	16702	.96	13121	.19	48	.03	1575

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
1	25	786	458	1

Deposits in Scheduled Banks			
1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
11,61	32.3	12,59	35.0

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	—
Government Companies	1

Revenue Account(In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	70.20	76.38	80.28
Sales Tax	35.10	62.00	69.00

EXPORTS

Agricultural and agro-based products:
Walnuts, fenugreek, saffron, mushroom, temperate fruits, silk, goat hair, horse hair, silk fabrics, woollen fabrics, preserved fruits, calamus oil.

Forests and forest-based products:
Crude drugs such as artemesia, pyrethrum, belladonna, mentha, arvensis, hyoscyamus, digitalis, kuth roots, dhup roots.

Minerals and mineral-based products:
Coal and lignite, gypsum, sapphire, limestone, pottery.

Handicrafts and miscellaneous consumer goods:

Woollen carpets, namdah, gabba, woollen shawls, embroidery, artistic woodware and furniture papier-mache work, basketware, sports goods.

PRESS IN THE STATE

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY CIR.*	Press cov. to lit.%
593,315	167,639	28.3	11,668	7
WKLY. CIR.*	Press cov. to lit.%	MAG. CIR.*	Press cov. to lit.%	
7,004	4.2	6,661	4	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

				Origin	Staying	Incoming
ENGLISH	Nil	A Nil	B 8,145
LANGUAGE	Nil	G Nil	H 3,523

WEEKLIES

				Origin	Staying	Incoming
ENGLISH	Nil	C Nil	D 5,600
LANGUAGE	Nil	I Nil	J 1,404

MAGAZINES

				Origin	Staying	Incoming
ENGLISH	Nil	E Nil	F 2,248
LANGUAGE	Nil	K Nil	L 4,413

A. Nil.

B.† Hindustan Times 2,243. Indian Express (Delhi edn.) 2,198. Times of India (Delhi edn.) 2,397. Statesman 1,014.

C. Nil.

D.† Blitz 1,872. Sunday Standard (Delhi edn.) 1,580.

E. Nil.

F.† Nil.

G. Nil.

H.† Milap 1,198.

I. Nil.

J.† Nil.

K. Nil.

L.† Shama 2,729.

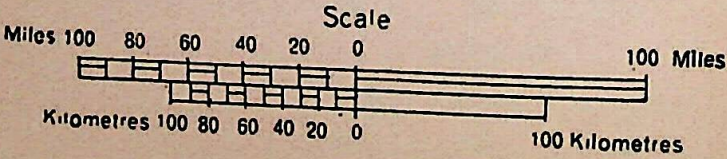
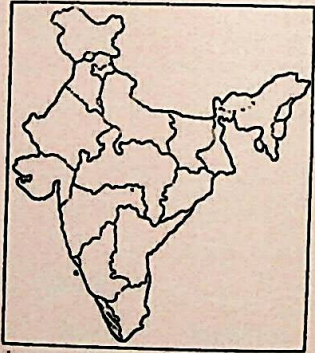
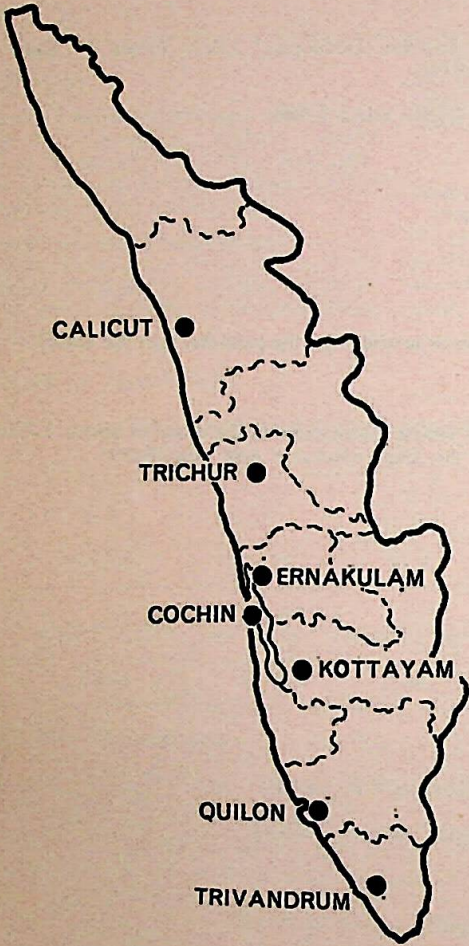
Non-A.B.C. members circulation as provided by the publisher: (In the State).

Pratap 1,103.

†Only those publications are listed whose circulation in the State is above 1,000.
All circulation figures are as per the latest available ABC certificates.

Kerala

● *Press Media Centres*



Kerala

Kerala occupies the south-west portion of the peninsula, and stretches to 360 miles in length and 20 to 75 miles in width.

Geographically the land can be divided into three well-marked regions: (a) the hilly tract with its long ridges, ravines and dense forests; (b) the plains not much higher than sea-level replete with rivers and streams; and (c) the coastal

regions with a rich growth of coconut palms, and paddy and with backwaters that provide cheap highway traffic.

The mountainous regions are cold and the lower regions hot. The maximum temperature never reaches more than 90°F. Still the heat becomes almost unbearable because of the humidity. The State gets a heavy rainfall, usually between 100 to 200 inches.

POPULATION

Total Population:—16,903,715

Area (in. sq. miles):—15,002.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
2,554	410	554	406	774	397

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs	Total pop. of such towns (000)	%age to total population
4	1,103	26.93
No. of towns with pop 50,000 to 100,000	Total pop of such towns (000)	%age to total population
4	294	11.5
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
25	706	27.6

NOTE—There are no towns with population of 5 lakhs and over.

Distribution of Towns by Population Strata

Towns with Pop. 100,000 to 499,999

1. Cochin-Ernakulam- Alwaye Town Group	313,030
(a) Fort Cochin	35,076
(b) Ernaku- lam	117,253
(c) Alwaye	20,863

(d) Other sub-towns	139,838
2. Trivandrum Town Group	302,214
3. Calicut Town Group	248,548
4. Alleppey	138,834
TOTAL	1,102,626

Towns with Pop. 50,000 to 99,999			
1. Quilon	91,018		
2. Palghat	77,620		
3. Trichur	73,038		
4. Kottayam	52,685		
TOTAL	294,361		

Towns with Pop. 20,000 to 49,999

1. Cannanore Town ..	48,960		
Group	44,763		
2. Tellicherry	44,571		
3. Kayamkulam	43,908		
4. Badagara	42,376		
5. Changanacherry ..	32,273		
6. Killikolloor	31,155		
7. Shertalai	28,903		
8. Chowghat	27,635		
9. Kasaragod			

10. Chittur-Thathamangalam	26,457		
11. Thiruvalla	24,242		
12. Azhikode	24,212		
13. Feroke	24,124		
14. Kanhangad	23,621		
15. Ponnani	22,977		
16. Muvattupuzha	22,900		
17. Katakampally	22,488		
18. Irinjalakuda	22,335		
19. Cheengannur	22,277		
20. Attingal	22,051		
21. Nileshwar	20,956		
22. Kundara	20,945		
23. Parur	20,852		
24. Keripad	20,378		
25. Neyyattinkara	20,268		
TOTAL	705,627		

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
510	587	395	57	18	6	1,573

RELIGION

	Population	% of total Population
Buddhists	228	—
Christians	3,587,365	21.22
Hindus	19,282,558	60.83
Jains	2,967	0.02
Muslims	3,027,639	17.91
Sikhs	822	—
Others	2,126	0.01

LANGUAGES

Important Languages Spoken

	Population	% of total population
Malayan	16,065,740	95.04
Tamil	527,708	3.12
Konkani	77,594	0.46

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban					
Persons			Persons		
Kannada	11,989	Tamil	150,317
Malayalam	2,296,055	Telugu	13,094

EDUCATION

Urban Literacy					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,403,154	805,415	597,739	54.9	62.8	47

Literacy in State					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
79,19,220	45,96,265	33,22,955	46.8	55.0	38.9

Institutions of Higher Education (1961-62)						
Universities	Boards of education	Res. Institution	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
1	—	—	47	35	7	90

ECONOMY

Income Groups							
(No. of persons in each group and their total spendable income (S.I.) after taxes 1961-62.)							
I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
8	55488	3.8	53315	1.7	47721	.22	10845

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
75	522	2,30,60	1,23,27	4

Deposits in Scheduled Banks

1962

1963

Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
51,72	30.6	63.14	37.4

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	1,046
Government Companies	13

Revenue Account (In Lakhs of Rs.)

		Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	1,96.89	60.02	1,29.01	
Sales Tax	13,37.00	15,62.00	16,62.00	

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
155	168	172	176

Employment under State Government

Class of employee	No. of employees (1963-64)	Class of employee	No. of employees (1963-64)
Gazetted		Non-Gazetted	
Class I	515	Class III	8226
Class II	5564	Class IV	103842
		Class V	46245

TRANSPORT

State Transport (Passenger service)		Small and medium industries (Low tension)	48.35	7.8
Number of buses	1962-63	Large and heavy industries (High tension)		
Total passengers carried (in lakhs)	839		430.63	69.7
	1337			

POWER

Electricity Consumption (Million Kwh)

	1962-63	% of total
Domestic consumer commercial lights & fans and small power	54.43	8.8

EXPORTS

Agricultural and agro-based products:

Ginger, pepper, cardamom, bananas, mangoes, pineappel, nutmeg, coconut, tapico, paimyra fibre, fruit and vetegable products, vegetable oils (edible and non-edible), oilcakes, starch and gluten, handloom cotton fabrics, coir manufactures, coffee, tea, vegetable oil products (Vanaspatti), sugar.

Forests and forest-based products:
Cashew kernel, cashew shell oil crude, drugs, lemongrass oil, ginger grass oil, cinnamon leaf oil, teakwood, rosewood, Malabar tallow, undi seed, najor seed, kokum fat, kavathi oil, paper and paper products, tyres and tubes, dipped rubber goods, other rubber goods, commercial plywood, fibre, board, cellulose film, honey.

Minerals and mineral-based products:
Ilmenite, rutile, china-clay, mica, monazite, zircon, titanium dioxide, ceramics and pottery, white cement, roofing tiles.

Metals and metal manufactures:
Aluminium goods.

Miscellaneous engineering goods:
Sulphuric acid, soap, glycerine, cosmetics, and toilet preparations, plastic articles, insecticides, medicinal and pharmaceutical preparations, chlorine and bleaching powder.

Handicrafts and miscellaneous consumer goods:
Embroidery, artistic woodware, artistic ware of base metals, fancy carved ware, mats, brushes, umbrellas, fabrics of man-made fibres.

Fishery products:
Marine Fish, canned fish, frozen and canned prawns, frog legs, shark lever oil, fish manure, alginate weeds and similar algae, fish body oil.).

PRESS IN THE STATE

There are as many as 40 daily newspapers in the State, all in Malayalam. Mathrubhoomi (simultaneously published from Kozhikode and Ernakulam) has a combined circulation of 1.57 lakhs, which compares favourably with that of certain all-India English chain dailies. The number of newspapers claiming a circulation of more than 20,000 is eight. What is significant is that Malayalam dailies commanded in 1963 a total circulation of 6.13 lakhs, out of a total circulation of 56.42 lakhs for all dailies in India. All district headquarters except Palghat have dailies of their own. There are as many as 437 periodicals in the State, including six English weeklies.

Except for the three leading Malayalam dailies and three papers owned by the Church, the financial position of the dailies is not generally strong. But it is to be noted that during the past ten years the situation has changed considerably for the better. Most newspapers have presses of their own. Yet generally they owe much to Government advertisement.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR*	Press cov. to lit. %
2,554,141	1,403,154	54.9	498,782	35.5
WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit %	
325,409	23.2	67,125	4.8	

*A.B.C. Members only.

Pattern of Circulation
(A.B.C. members only)

DAILIES

				Origin	Staying A	Incoming B
ENGLISH	Nil	Nil	49,774
LANGUAGE	465,570	444,926	4,082

WEEKLIES

				Origin	Staying C	Incoming D
ENGLISH	Nil	Nil	51,399
LANGUAGE	308,129	252,507	21,503

MAGAZINES

				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil	7,676
LANGUAGE	70,292	54,245	5,204

- A. Nil.
 B.† Hindu 15,057. Indian Express (Bombay edn.) 1,113. Indian Express (Southern edn.) 31,102. Mail 1,213.
 C. Nil.
 D.† Blitz 7,011. Screen 2,456. Sunday Standard (Bombay edn.) 1,128. Sunday Standard (Southern edn.) 31,895. Illustrated Weekly of India 4,173. Sport and Pastime 1,637.
 E. Nil.
 F.† Bhavan's Journal 1,807. Femina 1,793. Filmfare 2,707. Imprint 1,121.
 G. Deepika 22,068. Express 18,445. Kerala Bhushanam 18,103. (Jan. to June '64. figs.) Kerala Kaumudi 80,191. Malayala Manorama 1,43,748. Mathrubumi 1,62,371.
 H.† Dinamani 3,432.
 I. Malayala Manorama 1,73,154. Mathrubhumi Ill. 79,353.
 J.† Ananda Vikatan 5,973. Kalkandu 2,605. Kalki 3,418. Kumudam 8,059.
 K. Cinema Masika 54,245.
 L.† Kalaimagal 1,099. Pesum Padam 3,102.

Non-A.B.C. members circulation as provided by the publishers: (in the State).
 Reader's Digest 6,570.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of 100 Col. cmx12 insertions (Rs.)	Mille-rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
	All India	State of Publn.	Town of Publn.			
1	2	3	4	5	6	7
Language Dailies						
Deepika ..	20,352	..	683	1,920	.08	2.50
Express ..	18,745	18,445	5,039	1,440	.06	1.60
Kerala Bhushanam ..	17,920	..	2,832	1,920	.09	2.40
Kerala Kaumudi ..	82,591	80,191	16,198	4,500	.05	..
Malayala Manorama ..	1,50,722	1,43,748	6,466	7,680	.04	6.80
Mathrubhumi ..	1,69,684	1,62,371	7,590	8,400	.04	7.50
Language Weeklies						
Mathrubhumi Ill. Weekly	99,142	79,353	3,903	5,400	.05	5.00
(Calculations based on F. Pg. Rate.)						
Malayala Manorama ..	2,09,366	1,73,154	3,002	8,880	3.5	780.00
Language Magazine						
Cinema Masika ..	70,085	54,245	2,840	1,920	2.28	160.00

CINEMA STATISTICS AND ADVERTISING CHART

			Towns with population:			
			50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	4	4
Total Population of such Towns	294,351	1,102,624
English Cinemas	1	1
No. of Seats	1,071	965
No. of shows weekly	17	16
Estimated weekly au- dience†	10,924	9,264
%age of wkly audience to total population	3.7	.84
Non-English Cinemas	14	18
No. of seats	15,607	21,864
No. of shows weekly	226	290
Estimated weekly au- dience†	151,016	212,725
%age of weekly audience to total population	51.3	19.3
Cost of 100-ft. film × 4 week run (Rs)	2,108	2,748

†Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

EWA=60% of (Number of seats × Weekly number of shows).

Grams: VICTORY.

Phone: 508.

**THE INDUSTRY & COMMERCE ENTERPRISERS
PRIVATE LIMITED.**

Mahatab Road, Cuttack-3.

Branch: Park Chambers, 93, Park Street, Calcutta-16.

STOCKISTS & DISTRIBUTORS TO GODREJ—for Typewriters,
Refrigerators and Steel Furniture for Orissa

DEALERS TO PREMIER AUTOMOBILES LTD.—for Fargo
Trucks and Spare Parts.

**STOCKISTS FOR CEMENT MARKETING CO. OF INDIA
PRIVATE LTD.**

AGENTS FOR BECO PAINTS IN ORISSA

AGENTS to Indian Steel & Wire Products LTD.—for wire nails.

DISTRIBUTORS to Sayaji Iron & Engineering Co. Pvt. LTD. for
PROBHAT Concrete Mixers.

*We also deal in G.I. Pipes, Heavy Machinery, Vibrators, G.I. Wires,
Tyres & Building Materials.*

**THE ORISSA STATE COOPERATIVE BANK LTD.,
JAIL ROAD, CUTTACK-1.**

Saving is the Key to Prosperity

For safety and security invest with the Orissa State Cooperative Bank
Ltd., Cuttack-1 (Phone 257).

(Premier Agricultural Bank of Orissa)

Attractive rates of Interest:

SAVINGS BANK .. 4% per annum.

Fixed Deposit:

(1)	Deposits for 6 months	..	5.50%	..
(2)	„ for 1 year	..	6.00%	..
(3)	„ for 3 years	..	6.50%	..
(4)	„ for 5 years & over	..	7.00%	..

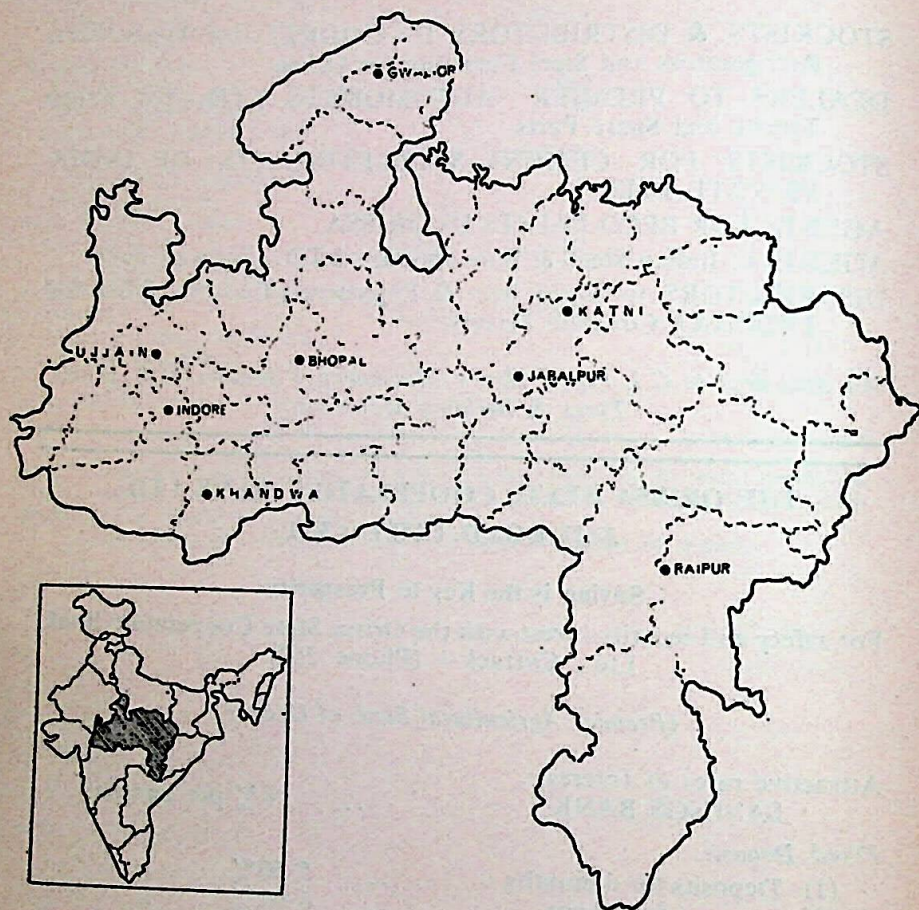
Five Year Cash Certificate—Rs. 72/- fetch Rs. 100/- in five years.
Ideal medium of Investment

B. C. HOTA,
President.

Y. R. BALI,
Managing Director.

Madhya Pradesh

● *Press Media Centres*



Madhya Pradesh

Madhya Pradesh, as the name implies, lies in the heart of India. It consists largely of a plateau streaked with the hill ranges of the Vindhya and the Satpuras, with the Chattisgarh plains to the east.

The Tapi and the Narmada, running from east to west, and the Chambal, Son, Betwa, Mahanadi and Indravati, running west to east, comprise the State's river systems. Most of the rivers have been harnessed to provide irrigation and

hydro-electric power. The Chambal river valley project benefits both Madhya Pradesh and the neighbouring regions of Rajasthan.

The average annual rainfall ranges from 30 to 60 inches, most of it in the monsoon months from July to September.

The forests of the State are rich in teak. The rich black soil of the Malwa area yields cotton. Besides the State is richly endowed with minerals.

POPULATION

Total Population:—32,372,408

Area (in. sq. miles):—171,217.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
4,627	987	981	703	1,507	619

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
8	1,807	31.56
No. of towns with pop. 50,000 to 100,000 (1 lakh)	Total pop. of such towns (000)	%age to total population
5	380	8.2
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
30	953	20.6

NOTE:—There are no towns with population of 5 lakhs and over.

Distribution of Towns by Population Strata

Towns with Pop. 100,000 to 499,999		6. Raipur		139,792
1. Indore	394,941	7. Durg Town Group		133,230
2. Jabalpur Town Group	367,014	8. Sagar Town Group		104,676
3. Gwalior	300,587			
4. Bhopal Town Group	222,948	TOTAL		1,807,349
5. Ujjain	144,161			

Towns with Pop. 50,000, to 99,999

1. Ratlam	87,472
2. Bilaspur	86,706
3. Burhanpur	82,090
4. Khandwa	63,505
5. Murwara Town Group	60,472
TOTAL	380,245

Towns with Pop. 20,000 to 49,999

1. Mhow Cantonment	48,032
2. Damoh	46,656
3. Ranjandgaon	44,678
4. Rewa	43,065
5. Mandasaur	41,876
6. Satna	38,046
7. Chhindwara	37,244
8. Raigarh	36,933
9. Neemuch	36,287
10. Dewas	34,577
11. Itarsi	33,611

12. Dhamtari	31,552
13. Jaora	31,140
14. Guna	31,031
15. Khargona	30,652
16. Seoni	30,275
17. Datia	29,430
18. Shivpuri	28,681
19. Sehore	28,489
20. Morena	28,337
21. Dhar	28,325
22. Bhind	28,208
23. Vidisha	27,718
24. Bina	27,476
25. Rajhara-Jharandalli (Mining Colony)	23,346
26. Harda	22,279
27. Shahdol	22,196
28. Chhatarpur	22,146
29. Tikamgarh	20,469
30. Jagdalpur	20,412
TOTAL	953,166

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
—	28	787	3,811	12,795	52,993	70,414

RELIGION

	Population	% to total Population
Buddhists	113,365	0.35
Christians	188,314	0.58
Hindus	30,425,798	93.99
Jains	247,927	0.77
Muslims	1,317,617	4.07
Sikhs	65,715	0.20
Others	13,672	0.04

Important Languages Spoken

					Population	% to total population
Hindi	25,271,723	78.07
Rajasthani	1,611,656	4.98
Marathi	1,259,682	3.89

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

Persons				Persons		
Bengali	33,383	Oriya	..	25,392
Gujarati	75,147	Punjabi	..	88,062
Hindi	3,163,235	Tamil	..	24,149
Malayalam	17,077	Telugu	..	36,303
Marathi	295,534	Urdu	..	527,395

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
2,013,966	1,408,893	605,073	43.6	56.5	28.4

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
55,44,862	44,81,454	10,63,408	17.1	27.0	6.7

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
4	1	—	80	110	37	232

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes)
1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
12.3	85480	5	67948	1.2	32882	.1	6457

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
3	205	61.04	97,96	—

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
53,25	16.4	62,26	19.2

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	331
Government Companies	6

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	12,00.95	10,15.29	10,56.87
Sales Tax	13,57.00	13,72.00	16,30.00

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
155	159	169	173

EXPORTS

Agricultural and agro-based products:
Cotton, niger seed, kardi seed, cotton seed, potato, ginger, onion, pulses opium, bristles, silk, sugar, horse hair, vegetable oils (edible and non-edible), oilcakes, sugar confectionery alcoholic beverages, starch and gluten, leather footwear and other goods, silk fabrics, woollen fabrics; vegetable oil products (Vanaspati), cotton yarn, cotton cloth, bidi.

Forests and forest-based products:
Teak wood, sal wood, myrobalan, cutch and khair, kapok and akund floss, lac, mahua seed, neem seed, karanja seed, bamboos, crude drugs, gums and resins, palmarosa oil, macassar oil natural dyes and tan stuff, paper and paper products.

Minerals and mineral-based products:
Coal, iron ore, manganese ore, limestone, dolomite, fire-clay, diamond, corundum ochre, steatite, bauxite, cement, stoneware, refractories, asbestos cement products, lime crockery.

Metals and metal manufactures:
Iron and steel.

Machinery and transport equipment:
Textile machinery.

Chemicals and chemical products:
Sulphuric acid, soap, coal tar, pitch, naphthalene.

Handicrafts and miscellaneous consumer goods:
Woollen carpets, embroidery, dolls and toys, fancy carved ware, fabrics of man-made fibres.

PRESS IN THE STATE

The State has 267 newspapers and periodicals, as many as 231 among them being in Hindi. Indore occupies pride of place insofar as the number of journals is concerned. Seven multiple unit daily newspapers are published in the State, but most proprietors and publishers are harassed for lack of adequate funds. Growth is hampered by the paucity of means of transport and communications and by inadequacies of funds and newsprint, and lack of printing facilities.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit. %
4,627,234	2,013,966	43.6	175,680	8.7
WKL. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
93,221	4.6	69,982	3.5	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

	Origin	Staying	Incoming
ENGLISH ..	14,363	A 6,282	B 34,280
LANGUAGE ..	1,10,228	G 93,278	H 41,840

WEEKLIES

				Origin	Staying C	Incomin D
ENGLISH	Nil	Nil	37,813
LANGUAGE	Nil	Nil	55,408

MAGAZINES

				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil	12,150
LANGUAGE	Nil	Nil	57,832

- A. Hitavada 6,282.
 B.† Amrita Bazar Patrika 1,135. Free Press Journal 5,872. Hindustan Times 6,694. Indian Express (Bombay edn.) 2,145. Nagpur Times 1,448. Statesman 2,242. Times of India (Delhi edn.) 5,732. Times of India (Bombay edn.) 3,332. Indian Express (Delhi edn.) 3,605.
 C. Nil.
 D.† Bharat Jyoti 5,867. Blitz 13,160. Organiser 1,915. Sunday Standard (Bombay edn.) 2,361. Screen 3,286. Sunday Standard (Delhi edn.) 3,713. Illustrated Weekly of India 3,998. Sport & Pastime 1,269.
 E. Nil.
 F.† Femina 2,647. Filmfare 5,425. Picturpost 2,168.
 G. Indore Samachar 10,754. Nai Dunia (Indore edn.) 19,516. Nai Dunia (Jabalpur edn.) 7,116. Jabalpur Samachar 4,637. Nai Dunia (Raipur edn.) 6,455. Nava Bharat (M.P. edn. Jabalpur, Bhopal Indore). 23,055. Yugdharma 9,428. Nav Bharat(Raipur) 12,317. Daily Jagran (Bhopal) 3,774. (Jan. to June 64 Figs.).
 H.† Bharat 1,209. (July to December '63 figs.) Ananda Bazar Patrika 1,128. Jugantar 1,125. Hindustan (H) 10,122. Hindustan (Sin.) 1,992. Navabharat Times (Bombay edn.) 7,401. Lokasatta 1,390. Milap 1,103. Navabharat Times (Delhi edn.) 9,036. Daily Jagran (Jhansi) 1,289.
 I. Nil.
 J.† Blitz 7,544. Hindi Times 2,468. Lokasatta Weekly 2,299. Panchjanya 5,727. (Jan. to June '65 figs.) Pravasi 1,154. Andhra Patrika Ill. weekly. 1,285. Desh 1,041. Andhra Prabha Ill. Weekly 2,061. Dharmayug 16,647. Hindvasi 2,580. Kumudam 1,089. Saptahik Hindustan 12,243. Malayala Manorama 1,720.
 K. Nil.
 L.† Arun 6,178. Kahani 2,228. (Jan. to June '64 figs.) Kirloskar 1,054. Kadambini 2,375. Navaneet (H.) 2,976. Parag 9,839. Sarika 4,695. Sarita 4,931. Shama 7,376. Stree 1,319. Sushma 8,735. Cinema Masika 1,264. Biswin Sadi 1,844. Kahani 2,382. (Jan. to June '64 figs.).

Non-ABC members circulation as provided by the publisher: (in the State)
 Patriot 3,889. Vir Arjun 5,153. Pratap 1,080. Sainik 1,830. Chandamama 10,378. Reader's Digest 4,992.

†Only those publications are listed whose circulation in the State is above 1,000. All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of 100 Col. cm x12 insertions (Rs.)	Mille-rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
	All India.	State of Publn.	Town of Publn.			
English Dailies						
Hitavada ..	13,988	..	9,324	4,320	.26	4.40
Language Dailies						
Indore Samachar ..	11,446	10,754	6,170	1,440	.1	1.50
Jabalpur Samachar ..	4,566	..	2,856	1,200	.22	1.60
Nai Dunia (Jabalpur) ..	7,028	..	3,085	1,200	.14	1.50
Nai Dunia (Raipur) ..	6,720	6,455	2,168	1,200	.15	1.50
Nai Dunia (Indore) ..	19,180	..	7,800	1,800	.08	1.75
Nava Bharat ..	22,165	..	4,708	4,800	.18	5.00
			(Jabalpur)			
			2,601			
			(Bhopal)			
			2,237			
			(Indore)			
Nava Bharat (Raipur)	24,378	12,317	3,191	4,800	.16	5.00

CINEMA STATISTICS AND ADVERTISING COST CHART

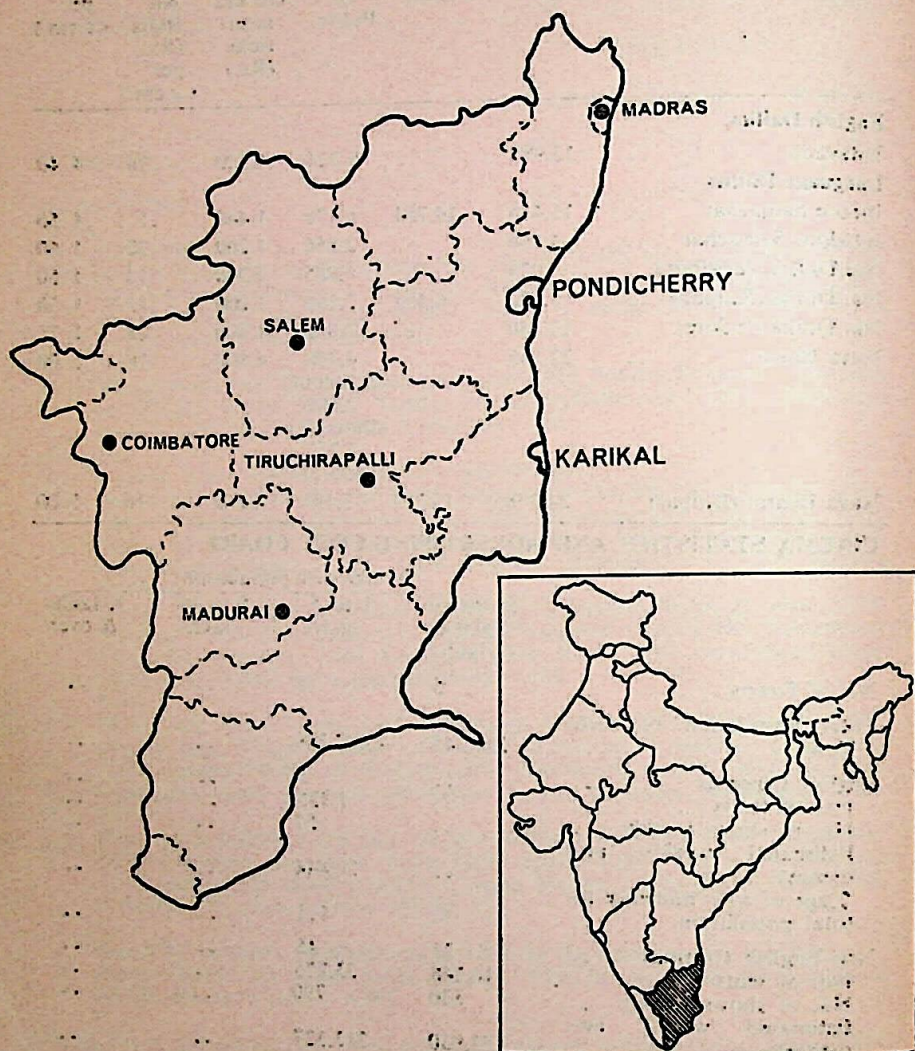
	Towns with population:			
	50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	5	8
Total Population of such Towns	380,245	1,807,349
English Cinemas	3
No. of Seats	1,835
No. of shows weekly	57
Estimated weekly audience*	20,444
%age of wkly audience to total population	1.1
Non-English Cinemas ..	21	45
No. of seats	16,248	33,775
No. of shows weekly ..	330	790
Estimated weekly audience*	153,930	313,327
%age of weekly audience to total population ..	40.5	17.3
Cost of 100-ft. film x 4 week run (Rs)	2,568	7,680

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

$$EWA = 60\% \text{ of (Number of seats} \times \text{Weekly number of shows).}$$

Madras

● Press Media Centres



Madras

Madras is a compact area in the south-east corner of the Indian Union. It has an uninterrupted coastline of about 620 miles.

The State has two natural divisions: the vast flat country along the east coast and the hilly regions in the north and west. The Eastern Ghats enter Madras from Andhra Pradesh in the north and run across the State till they merge with the Nilgiri ranges.

Parts of the State depend on the north-

east monsoon, parts on both the north-east and south-west monsoons and the Nilgiris region mainly on the South-west. The annual average rainfall ranges from 30 inches to 70 inches. The climate is warm throughout the year and hot in summer.

Madras is an agricultural State, producing rice, cotton, sugarcane, millets, groundnuts and tobacco. With the expansion of power projects and the development of lignite mining, the State is witnessing a spurt in industrial activity.

POPULATION

Total Population:—33,686,953

Area (in. sq. miles):—50,331.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban in, Figs, 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
8,991	1884	1,865	1,402	3,012	1,383

Distribution of Towns According to Population

No. of towns with pop. 10 lakh and over	Total pop. of such towns (000)	%age to total population
1	1,729	19.2
No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
10	1,987	18.53
No. of towns with pop 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
22	1,453	16.2
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
60	1,844	20.1

NOTE:—There are no towns with population of 5 lakhs to 10 lakhs.

Distribution of Towns by Population Strata

Towns with pop. over 1,000,000

1. Madras 1,729,141

Towns with Pop. 100,000 to 499,999

1. Madurai 424,810
 2. Coimbatore 286,305
 3. Tiruchirappalli 249,862
 4. Salem 249,145
 5. Palayamcottai Town Group 190,048
 (a) Tirunelveli 87,988
 (b) Palayamcottai 51,002
 (c) Melapalayam 38,806
 (d) Tachchannallur 12,252
 6. Tuticorin Town Group 127,356
 7. Vellore Town Group 122,761
 8. Kurichi Town Group 119,380
 9. Thanjavur 111,099
 10. Negercoil 106,207

TOTAL 1,986,973

Towns with Pop. 50,000 to 99,999

1. Kumbakonam Town Group 96,746
 2. Dindigul 92,947
 3. Kancheepuram 92,714
 4. Valparai 80,023
 5. Tiruppur 79,773
 6. Cuddalore 79,168
 7. Kallidaikurichi Town Group 75,657
 8. Erode 73,890
 9. Rajapalayam 71,203
 10. Mount Alandur Town Group 63,702
 11. Nagapattinam Town Group 61,305
 12. Tirupparankundram Town Group 57,749
 13. Palni Town Group 56,909
 14. Aruppukkottai Town Group 55,977
 15. Virudhunagar 54,927
 16. Pollachi 54,369
 17. Coonoor Town Group 52,992
 18. Mayuram 51,393
 19. Karur 50,564
 20. Pudukkottai 50,488
 21. Gudiyatham 50,384
 22. Ootacamund 50,140

TOTAL 1,452,791

Towns with Pop. 20,000 to 49,999

1. Ranipet Town Group 48,003
 2. Vaniyambadi Town Group 47,918
 3. Golden Rock Town Group 47,070
 4. Srivilluputtur 46,810
 5. Tiruvannamalai 46,441
 6. Bodinayakanur 44,914
 7. Karaikudi 43,698
 8. Villupuram 43,496
 9. Srirangam 41,949
 10. Kadayannallur 41,249
 11. Chidambaram 40,694
 12. Ambur 39,455
 13. Tiruvattiyur Town Group 37,764
 14. Mettupalayam 36,496
 15. Periyakulam 36,335
 16. Paramakudi Town Group 34,521
 17. Tenkasi 34,403
 18. Tindivanam 34,342
 19. Tambaram Town Group 34,329
 20. Mannargudi 33,558
 21. Kovilpatt 33,305
 22. Cumbum 32,517
 23. Arni 31,351
 24. Tirupattur 30,799
 25. Sivakasi 30,690
 26. Arkonam 30,658
 27. Puliyaugudi 30,648
 28. Tirunafur 30,137
 29. Attur 29,018
 30. Udumalpet 28,345
 31. Kayalpattinam Town Group 28,336
 32. Dharmapuri 28,031
 33. Mettur 27,698
 34. Gobichettipalayam 27,004
 35. Ramanathapuram 26,890
 36. Dharapuram 26,490
 37. Chingleput 25,977
 38. Udangudi Town Group 25,946
 39. Anamalai Town Group 25,587
 40. Devakottai 25,524
 41. Uthamapalayam Town Group 25,427
 42. Komarapalayam 24,757
 43. Pattukottai 24,726
 44. Gudalur 24,635
 45. Allingaram 24,606
 46. Edappadi 24,366
 47. Sankaranavinar Koli 24,089
 48. Rasipuram 23,871
 49. Krishnagiri 23,827
 50. Erode 22,766

INFA 1965

MEDIA PLANNING

51. Tiruchendur Town Group	22,752	56. Kotagiri Town Group	20,737
52. Bhavani	22,713	57. Chinnamanur	20,586
53. Nellikuppam	22,168	58. Shencottah	20,528
54. Tiruchengode	21,386	59. Seithur Town Group	20,403
55. Nelliyalam Town Group	20,877	60. Lakgudi Town Group	20,009
		TOTAL	1,843,631

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 1,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
96	449	3,539	4,771	3,216	2,053	14,124

RELIGION

	Population	% to total Population
Buddhists	777	0.00
Christians	1,762,954	5.23
Hindus	30,297,115	89.94
Jains	28,350	0.09
Muslims	1,560,414	4.63
Sikhs	2,567	0.01
Others	34,776	0.10

LANGUAGES

Important Languages Spoken

	Population	% to total population
Tamil	28,016,147	83.17
Telugu	3,363,834	9.99
Kannada	947,828	2.81

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban					
Persons			Persons		
Gujarati	165,901	Marathi	36,101		
Hindi	31,262	Tamil	6,831,971		
Kannada	259,875	Telugu	958,426		
Malayalam	224,056	Urdu	420,540		

EDUCATION

Urban Literacy					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
4,487,117	2,869,477	1,617,640	49.9	62.6	36.7

Literacy in State					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,05,80,616	75,32,323	30,48,293	31.4	44.5	18.2

Institutions of Higher Education (1961-62)						
Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
2	1	..	59	162	20	244

ECONOMY

Income Group							
(No. of persons in each group and their total spendable income (S. I.) after taxes 1961-62.)							
I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
29.1	201696	13.8	202425	5.5	147634	.68	35170

Indian Commercial Banks				Foreign Banks:
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
64	827	3,24,22	3,03,84	10

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
1,29,66	38.5	1,43,44	42.6

Distribution of Companies

No. of registered Cos. as on March 31st, 1963	..	2,933
Government Companies	4

Revenue Account (In Lakhs of Rs.)

		Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	4,39.46	4,48.21	4,70.51
Sales Tax	25,76.41	27,75.00	30,05.00

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
325	325	330	342

EXPORTS

Agricultural and agro-based products:

Cotton, coffee, tea, groundnut, potato, onion, chillies, pepper, turmeric, cardamom, bananas, mangoes, pineapple, nutmeg, coriander, sisal and aloe, kardi seed, cotton seed, coconut, citrus fruits, palmyra fibre, cow-tail hair, sugar.

Forests and forest-based products:

Sandalwood, rosewood, myrobalan, cashew kernel, mahua, seed, neem seed, karanja seed, undiseed, bamboos, crude drugs, sandalwood oil, lemongrass oil, gernium oil, vetiver oil, eucalyptus oil, kavathi oil, natural dyes and tan stuff, pencil, matches, paper and paper products, tyres and tubes and other rubber goods.

Fishery products:

Marine fish and prawns, alginate weeds and agrophytes, shark liver oil, fish manure.

Minerals and mineral-based products:

Lignite, magnesite, gypsum, limestone, salt, bauxite, corundum, ilmenite, mica, monazite, zircon, cement, sanitary ware, stoneware, refractories, asbestos, cement products, road-metal.

Metals and metal manufactures:

Brass and copper sheet and circles.

Machinery and transport equipment:

Power-driven pumps, sugar mill machinery, electric motors, power transformers, automobiles, textile machinery, light industrial machinery, tractors and road rollers, machine tools, typewriters, automobile ancillaries, motor cycles.

Miscellaneous engineering goods:

Wood screws, small tools, industrial fasteners and builders' hardware, surgical and medical equipment, cutlery, locks and padlocks.

Chemicals and chemical products:
Sulphuric acid and other heavy chemicals, super-phosphate, carbon dioxide gas, soap, plastic articles, insecticides, medicinal and pharmaceutical preparations, chlorine and bleaching powder, printing and writing ink.

Handicrafts and miscellaneous consumer goods:
Woollen carpets, druggets, artistic woodware, jewellery, artistic ware of base metals, dolls and toys, fancy carved ware, mats, musical instruments, umbrellas, agarbatties, exposed cinema films, books and periodicals, fabrics, of man-made fibres.

PRESS IN THE STATE

The State appears to have reached saturation point in respect of both dailies and periodicals. The Tamil Press constitutes the dominant section. Apart from the powerful Hindu, Indian Express and the Mail, other English papers are not of much consequence. The Telugu section is represented by two prominent dailies, published simultaneously in Andhra Pradesh. A noteworthy feature of the Press in Madras is the dizzy circulation heights to which a handful of Tamil weeklies have reached, Kumudam, Ananda Vikatan and Kalki leading. "Chains" operate as in the case of the Indian Express and Andhra Prabha and the Thanthi group.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit.%
8,990,528	4,487,117	49.9	419,560	9.3
WKLY. CIR.*	Press cov. to lit.%	MAG. CIR.*	Press cov. to lit.%	
676,087	1.5	133,742	3	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

	Origin	Staying	Incoming
ENGLISH ..	3,18,511	A 1,62,399	B 3,756
LANGUAGE ..	3,35,405	G 2,41,716	H 11,869

WEEKLIES

	Origin	Staying	Incoming
ENGLISH ..	2,91,437	C 73,554	D 29,556
LANGUAGE ..	8,09,095	I 4,47,568	J 25,409

				MAGAZINES		
				Origin	Staying	Incoming
					E	F
ENGLISH	52,460	1,583	18,339
					K	L
LANGUAGE	1,68,258	1,02,331	11,489

- A. Hindu 85,287. Indian Express (Southern edn.) 55,546. Mail 21,566.
 B.† Financial Express 1,148.
 C. Sunday Standard (Southern edn.) 56,137. Sport & Pastime 5,719. Screen 5,830. Swarajya 5,868.
 D.† Blitz 9,566. Organiser 1,398. Eve's Weekly 1,301. Illustrated Weekly of India 10,822. Mysindia 2,628. Shankar's Weekly 1,064. Current 1, 883.
 E. Picturpost 1,583.
 F.† Bhavan's Journal 5,023. Femina 4,819. Filmfare 6,044. Imprint 3,079. Mirror 2,133.
 G. Andhra Patrika 2,095. Andhra Prabha 1,946. Dinamalar 11,820. Dinamani 1,19,059. Nava India (Coimbatore edn.) 9, 934. Swadesamitran 39,978. Tamil Nadu 18,140 (Jan. to June '64 Figs.).
 H.† Kerala Kaumudi 1,477. Daily Maratha 1,408. Malayala Manorama 2,305. Mathrubhumi 4,306.
 I. Andhra Patrika Ill. Wkly. 4,264. Ananda Vikatan 1,23,389. Kalkandu 94,215. Kalki 70,127. Kumudan 2,45,012. Swadesamitran 10,561.
 J.† Andhra Prabha Ill. weekly 5,672. Malayala Manorama 11,280. Mathrubhumi 5,328.
 K. Kalaimagal 25,793. Kalaikathir 8,190. Manjari 17,435. Pesum Padam 38,903. Kannan 11,396.
 L.† Cinema Masika 4,941. Shama 2,059.
 K. Kalaimagal 25,793. Kalaikathir 8,190. Manjari 17,435. Pesum Padam 38,903. Kannan 11,396.
 L.† Cinema Masika 4,941. Shama 2,059.

Non-A.B.C. members circulation as provided by the publisher: (in the State)
 Bombay Samachar 1,286. Chandamama 18,325. Reader's Digest 15,732.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

Analysis Madras Press*

				DAILIES		
				Origin	Staying	%All India
ENGLISH	3,19,297	76,458	23.9
TAMIL	1,72,434	23,707	13.7
TELUGU	1,22,518	7,440	6.07
				WEEKLIES		
				Origin	Staying	%All India
ENGLISH	2,91,685	47,987	16.5
TAMIL	7,15,099	1,00,264	14
TELUGU	90,136	3,310	3.8
				MAGAZINES		
				Origin	Staying	%All India
ENGLISH	52,724	812	1.5
TAMIL	1,43,321	17,981	12.5
TELUGU	14,758	435	2.9
				DAILIES WEEKLIES MAGAZINES		
METRO TOTAL	1,07,605	1,51,561	19,228
STATE TOTAL	6,14,249	10,96,920	2,10,803
METRO TO STATE TOTAL	17.5%	13.8%	9.1%

*A.B.C. Members only.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of 100 col.cms. x 12 insertions (Rs.)	Mille- rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
	All India	State of Publn.	Town of Publn.			
1	2	3	4	5	6	7
English Dailies						
Hindu ..	1,37,051	85,287	41,468	16,800	.1	16.00
Indian Express ..	1,54,402	55,546	22,045	14,400	.08	13.50
Mail ..	27,844	21,566	12,945	5,760	.17	5.50
Language Dailies						
Andhra Patrika ..	44,881	2,095	1,700	3,600	.07	4.00
Dinamani ..	1,31,176	1,19,059	20,292	8,400	.05	8.00
Dinamalar ..	12,016	11,820	1,268	1,920	.13	2.40
Nava India ..	9,749	..	3,339	1,920	.17	2.40
Swadesamitran ..	41,258	39,978	3,415	4,800	.1	4.50
Tamil Nadu ..	17,986	14,813	3,327	2,160	.11	2.00
English Weeklies						
Screen ..	84,109	5,830	21,561	8,400	.08	..
Sport & Pastime ..	36,802	5,719	2,654	3,840	.09	4.00
Sunday Standard ..	1,56,293	56,137	22,006	15,000	.08	14.00
Swarajya ..	14,481	5,868	1,766	4,800	.27	5.00
Language Weeklies (Calculations based on F. Pg. Rates)						
Ananda Vikatan ..	1,68,858	1,23,389	29,477	4,800	2.4	500.00
Andhra Patrika Ill. Weekly ..	90,136	4,264	3,310	5,400	.5	600.00

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of F. Pg. x 12 insertions (Rs.)	Mille-rate for All India (Rs. per F. Pg.)	Casual rate (Rs. per F. Pg.)
	All India	State of Publn.	Town of Publn.			
Kalkandu ..	1,21,047	94,215	12,528	3,600	2.5	375.00
Kalki ..	1,06,473	70,127	13,623	4,200	3.3	437.50
Kumudam ..	3,04,170	2,45,012	42,414	7,200	1.9	750.00
Swadesamitran ..	14,551	10,561	2,222	1,800	10.3	180.00
English Magazines						
Pictur post ..	52,724	1,583	812	2,400	3.79	200.00
Language Magazines						
Cinema Ragam ..	14,758	609	435	1,500	8.47	125.00
Kalaimagal ..	39,629	25,793	5,719	2,400	5.05	250.00
Kannan ..	14,846	11,396	1,442	1,200	6.74	125.00
Manjari ..	20,257	17,435	2,057	1,500	6.17	150.00
Pesum Padam ..	68,589	38,908	8,763	1,800	2.19	150.00

CINEMA STATISTICS AND ADVERTISING COST CHART

Towns with population:

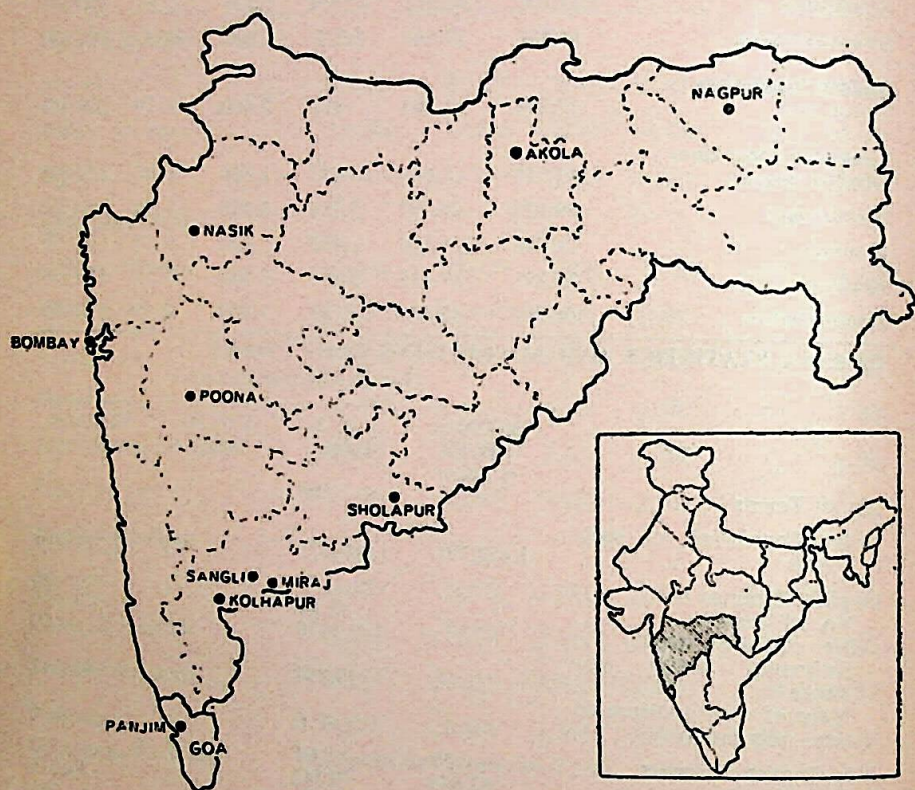
	50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns ..	22	10	..	1
Total Population of such Towns ..	1,452,791	1,986,973	..	1,729,119
English Cinemas	5	..	5
No. of Seats	3.14	..	3,435
No. of shows weekly	76	..	110
Estimated weekly audience*	30,954	..	45,342
%age of wkly audience to total population	1.6	..	2.6
Non-English Cinemas ..	59	64	..	33
No. of seats ..	62,679	79,745	..	30,319
No. of shows weekly ..	997	1,051	..	704
Estimated weekly audience* ..	632,409	784,700	..	386,969
%age of weekly audience to total population ..	43.5	39.5	..	22.4
Cost of 100-ft. film x 4 week run .. (Rs)	7,120	10,708	..	9,568

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that on an average 60% of the cinema hall would be filled for each show over a period of a week. Thus:

$$\text{EWA} = 60\% \text{ of (Number of seats} \times \text{Weekly number of shows).}$$

Maharashtra

● Press Media Centres



Maharashtra

Maharashtra forms a major part of peninsular India, with the coast on its western side. It lies between 22.1 and 16.4 degrees North latitude and 72.6 and 80.9 degrees East longitude. Historically, western Maharashtra, Vidarbha and Marathwada are the three components of the State.

Covering less than a tenth of the area of the Indian Union, Maharashtra looks like a triangle on the map. Its base is the narrow coastal Konkan plain, running north to south, dotted with paddy fields and producing an abundance of cashew nut and coconut. Parallel to the Konkan run the Sahyadris (Western Ghats) covered with dense teak and palm forests.

To the east of the Ghats stretches the triangular plateau drained by the

rivers Godavari, Bhima and Krishna. The plateau produces cotton, oilseeds and sugarcane, which feed the giant factories of Bombay.

The State is industrially one of the most advanced in the country. It leads in textile manufacture, mostly centred in Bombay.

The climate of the Konkan plain, which receives monsoon showers, is hot and humid. The plateau, however, has greater variations, the winters being fairly severe. The annual rainfall in places in the Ghats is more than 120 inches. The major part of the State, however, lies in the rain shadow of the Ghats and receives on an average 25 to 30 inches, with some areas getting even less than 20 inches.

POPULATION

Total Population:—39,553,718

Area (in. sq. miles):—118,717.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
11,163	2177	227	1,751	3,940	1,378

Distribution of Towns According to Population

No. of towns with pop. 10 lakhs and over	Total pop. of such towns (000)	%age to total population
1	4,152	37.2
No. of towns with pop. 5 to 10 lakhs	Total pop. of such towns (000)	%age to total population
2	1,428	11.12
No. of towns with pop. 1 to 5 lakhs	Total pop. of such towns (000)	%age to total population
10	1,671	12.14

No. of towns with pop 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
11	768	6.9
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
45	1,371	12.3

Distribution of Towns by Population Strata

Towns with Pop. over 1,000,000

1. Greater Bombay .. 4,152,056

Towns with Pop. 500,000 to 999,999

1. Poona Town Group 737,426

2. Nagpur Town Group 690,302

TOTAL .. 1,427,728

Towns with Pop. 100,000 to 499,999

1. Sholapur .. 337,583

2. Nasik Town Group 215,576

3. Kalyan Town Group 194,334

4. Kolhapur Town Group 193,186

5. Amravati .. 137,875

6. Sangli Town Group 127,183

7. Malegaon .. 121,408

8. Ahmednagar .. 119,027

9. Akola .. 115,760

10. Thana Town Group 109,215

TOTAL .. 1,671,140

Towns with Pop. 50,000 to 99,999

1. Dhulia .. 98,893

2. Aurangabad Town .. 97,701

3. Nanded .. 81,087

4. Jalgaon .. 08,351

5. Bhusawal Town Group 79,121

6. Jalna .. 67,152

7. Gondia .. 56,320

8. Achalpur Town Group 54,028

9. Chanda .. 51,484

10. Ichalkaranji .. 50,978

11. Barsi .. 50,389

TOTAL .. 767,512

Towns with Pop. 20,000 to 49,999

1. Wardha .. 49,113

2. Satara .. 48,709

3. Bhiwandi .. 47,630

4. Amalner .. 46,963

5. Yeotmal .. 45,587

6. Pandharpur .. 45,421

7. Khamgaon .. 44,432

8. Nandurbar .. 41,055

9. Latur .. 40,913

10. Dehu Town Group 40,902

11. Hinganghat .. 36,890

12. Parbhani .. 36,795

13. Ambarnath .. 34,509

14. Chalisgaon .. 34,280

15. Karad .. 33,772

16. Bhir .. 33,066

17. Manmad .. 31,551

18. Akot .. 31,459

19. Ratnagiri .. 31,091

20. Malkapur .. 29,687

21. Bassein Town Group 28,238

22. Pulgaon .. 28,063

23. Bhandara .. 27,710

24. Dhond .. 27,168

25. Washim .. 26,499

26. Chopda .. 26,460

27. Karanja .. 26,440

28. Tumsar .. 24,910

29. Badnera .. 23,840

30. Hingoli .. 23,407

31. Shirampur .. 22,802

32. Chiplun Town Group 22,760

33. Umrer .. 22,682

34. Anjangaon .. 21,931

35. Sangamner .. 21,729

36. Lonavala .. 21,713

37. Dharangaon .. 21,771

38. Shegaon .. 21,674

39. Arvi .. 21,478

30. Akkalkot .. 21,278

41. Baramati .. 21,118

42. Yeola .. 21,039

43. Shirpur .. 20,846

44. Uran-Islampur .. 20,817

45. Ballarpur .. 20,351

TOTAL .. 1,370,549

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 1,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
29	305	2,215	5,958	10,235	17,109	35,851

RELIGION

	Population					% of total Population
Buddhists	2,789,501	7.05
Christians	560,594	1.42
Hindus	32,530,901	82.24
Jains	485,672	1.23
Muslims	3,034,332	7.67
Sikhs	57,617	0.15
Others	95,101	0.24

LANGUAGES

Important Languages Spoken

	Population					% of total population
Marathi	30,278,913	76.55
Urdu	2,725,737	6.89
Hindi	1,230,026	3.11

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

Persons			Persons		
Bengali	..	28,031	Marathi	..	6,145,620
Gujarati	..	973,410	Punjabi	..	99,998
Hindi	..	785,718	Tamil	..	157,575
Kannada	..	216,057	Telugu	..	332,020
Malayalam..	..	87,343	Urdu	..	1,484,456

EDUCATION

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
5,701,002	3,819,252	1,881,750	51	61.6	37.9

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,17,93,070	85,88,657	32,04,413	29.8	42.0	16.8

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
5	2	15	105	197	17	341

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes) 1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
98.9	679217	47	648146	16.6	450845	2.7	158820

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	Foreign Banks
13	669	10,22,56	11,75,82	22

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
4,96,62	125.4	5,67,49	143.3

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	5,152
Government Companies	14

Revenue Account (In Lakhs of Rs.)

	Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	6,98.02	7,82.38	7,34.00
Sales Tax	40,23.37	53,01.46	55,55.52

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
—	784	827	850

EXPORTS

Agricultural and agro-based products:

Cotton, mesta, groundnut, sannhemp, bananas, mangoes, sisal and aloe, palmyra fibre, niger seed, kardi and cotton seeds, guar gum, citrus fruits, potato, onion, citrus oil turmeric, bidi leaves, horse hair, sugar, gur, fruit and vegetable products, biscuits, sugar confectionery, chocolate, vegetable oil products (Vanaspatti), cigarettes, cotton yarn, cotton cloth, bidi, snuff, tanned hides and skins and leather, leather footwear and other goods, handloom cotton fabrics, hosiery, bones and bone meal.

Forests and forest-based products:

Teak wood, rose wood, myrobalan, cutch and khair, kapok, anda kund floss, lac, mahua seed, neem seed, karanja seed, kokum fat, pisa seed, bamboos, crude drugs, paper and paper board and fibre bora, dipped rubber goods, other rubber goods, types and tubes, ebonite, palmarosa oil, ginger grass oil, natural dyes and tan stuff, bobbins, pencils, matches.

Fishery products:

Marine fish, marine algae, canned fish, frog legs, shark liver oil, shark fins and fish maws.

Minerals and mineral-based products:

Manganese ore, bauxite, limestone, coal, iron ore, salt, chromite, glazed

tiles, asbestos cement products, ferro-manganese, glass and glassware, ceramics.

Metals and metal manufactures:

Aluminium sheet and circles, and other aluminium goods, brass sheet and circles, lead and zinc manufactures, antimony.

Machinery and transport equipment:

Reamers, milling cutters, diesel engines (stationary type), power driven pumps, machine tools, grinding wheels, sugar mill machinery, electric motors, power transformers, railway wagons, automobiles, textile machinery, heavy and light industrial machinery, tractors and road rollers, typewriters, automobile ancillaries, motor cycles.

Miscellaneous engineering goods:

Wood screws, machine screws, razor blades, enamel-ware, storage batteries, electric lamps, electric fans, radio receivers, winding wires, V.I.R. and P.V.C. cables, house-service meters, air conditioners, motor starters, small tools, industrial fasteners and builders' hardware, scientific instruments, surgical and medicinal equipment, steel furniture, hurricane lanterns, drums and containers, cutlery.

Chemicals and chemical products:

Sulphuric acid and heavy chemicals, super-phosphate, paints, enamels and

varnishes, soap, carbon-dioxide gas, alumina ferric, rectified spirit, denatured spirit, glycerine, cosmetics and toilet preparations, synthetic detergents, plastic articles, synthetic dyestuffs, insecticides, medicinal and pharmaceutical preparations, bircromates, chlorine and bleaching powder, printing and writing ink.

Handicrafts and miscellaneous consumer goods:

Woollen carpets, embroidery, artistic woodware and furniture, jewellery, dolls and toys, musical instruments, himroo fabrics, brushes, umbrellas, agarbattis, exposed cinema films, books and periodicals, fabrics of man-made fibres.

PRESS IN THE STATE

The State boasts of a strong English, Marathi and Gujarati Press, with several daily newspapers commanding very large circulations. There are also a few Hindi papers that are gaining strength. Of the English dailies, The Times of India and The Indian Express from Bombay are simultaneously published from other centres also. The Free Press Journal is a popular Bombay newspaper which is widely distributed in the State. The Marathi dailies issued from Bombay include one belonging to The Times of India group and one to the Express group. There are several popular independent Marathi papers published from both Bombay and Poona as well as lesser ones from Nasik, Sholapur, Kolhapur and Ahmednagar. The Gujarati section is equally strong, with the Janmabhoomi group in the lead.

There are a few good Hindi dailies, too, the Navbharat Times, from The Times of India group, being in the van.

The State is well represented in the field of weeklies and other periodicities. Among the weeklies the English Illustrated Weekly, the Sunday Standard and Blitz claim circulations well above the one-lakh mark. Marathi, Gujarati and Hindi weeklies, too, command excellent circulations.

The major periodicals have substantial financial resources, particularly those supported by vast industrial interests. The smaller newspapers, however, particularly those in the district towns, are not happily placed and are handicapped by lack of finances, paucity of newsprint and inadequate advertisement revenue.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit. %
11,162,561	5,701,002	52.0	804,276	14.1
WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
675,774	11.9	243,865	4.3	

*A.B.C. Members only.

Pattern of Circulation
(A.B.C. members only)

				DAILIES		
				Origin	Staying A	Incoming B
ENGLISH	387,149	290,926	4,122
LANGUAGE	575,317	497,319	11,909

				WEEKLIES		
				Origin	Staying C	Incoming D
ENGLISH	581,846	211,584	18,684
LANGUAGE	593,051	392,638	52,868

				MAGAZINES		
				Origin	Staying E	Incoming F
ENGLISH	304,845	74,112	12,401
LANGUAGE	225,131	95,680	61,672

- A. Economic Times 4,202. Evening News of India 13,092. Financial Express 5,931. Free Press Journal 59,897. Free Press Bulletin 17,279. Hitavada 7,992. Indian Express (Bombay edn.) 67,979. Nagpur Times 7,640. Times of India 1,06,914.
- B.† Hindu 1,137.
- C. Bharat Jyoti 40,625. Blitz 44,393. Current 7,105. Screen 24,493. Sunday Standard (Bombay edn.) 64,972. Eve's Weekly 9,993. Illustrated Weekly of India 20,003.
- D.† Organiser 6,289. Link 1,581. Mysindia 1,233. Shankar's Weekly 1,556. Sport & Pastime 6,010. Swarajya 1,762.
- E. Auto Spark 1,083. Mirror 6,829. Bhavan's Journal 4,458. Femina 16,482. Filmfare 24,504. Imprint 7,101. Industrial Times 1,584. Onlooker 5,239. Trend 6,832.
- F.† Picturpost 11,687.
- G. Gavakari 11,969. Hindustan (Sin.) 7,127. Janashakti 11,785. Janmabhoomi (Gujarati) 19,010. Kesari 31,142. Lokasatta 1,13,807. Maharashtra Times 57,903. Matribhumi 7,249. Navabharat Times 26,879. Navshakti 28,581. Sakal 68,759. Tarun Bharat (Nagpur edn.) 23,176. Tarun Bharat (Poona edn.) 13,453. Yugdharma 3,080. Maratha 61,082. Nava Bharat (Nagpur edn.) 13,229.
- H.† Hindustan (H.) 1,455. Mathrubhumi 1,929. (Combined figs. of Maharashtra and Gujarat) Malayala Manorama 2,321. Nava Bharat (Mh. edn.) 13,229. Navbharat Times (Delhi edn.) 1,200.
- I. Blitz 13,731. Lokasatta 1,54,139. Pravasi 31,342. Saptahik Gavakari 17,829. Sunday Sakal 75,052. Swaraja 44,110. Vivek 6,837. (July to December '63 figs.) Vyapar 7,325. Dharmayug 13,245. Hindvasi 10,535. Rasarang 15,350.
- J.† Panchjanya 2,083. (Jan. to June '64 figs.). Ananda Vikatan 8,597. Andhra Patrika Ill. Wkly. 1,950. Andhra Prabha Ill. Wkly. 1,703. Kalkandu 2,686. Kalki 4,996. Kumudam 8,371. Malayala Manorama 10,587. Prajamata 2,478. Saptahik Hindustan 1,995. Swadesamitran 1,117. Mathrubhumi Ill. Wkly. 2,330. (Maharashtra and Gujarat figs. given together.).
- K. Amrit 16,408. Huns 4,415. Kirloskar 14,477. Sushma 5,320. Kismet 7,441. Kumar 6,175. Manohar 4,106. Navaneet (H) 1,593. Navaneet (Guj.) 1,238. Navaneet (Mar.) 3,165. Parag 5,466. Sarika 3,353. Stree 14,309. Udyama 4,717. Vyapari Mitra 7,229.

L.† Akhand Anand 13,409. Arun 5,148. Chandani 4,480. Cinema Masika 3,163. Kasturi 1,850. Khilauna 1,595. Pesum Padma 1,773. Sarita 1,435. Shama 15,396. Sushma 5,320. Kalaimagal 3,047. Biswin Sadi 2,452.

Non-A.B.C. members circulation as provided by the publisher: (in the State)
Bombay Samachar 47,094. Seepavali 4,712. Chandamam 56,261. Reader's Digest 27,326.

†Only those publications are listed whose circulation in the State is above 1,000. All circulation figures are as per the latest available ABC certificates.

Analysis Bombay Press*

DAILIES

				Origin	Staying	%All India
ENGLISH	3,62,784	2,20,682	30.4
MARATHI	2,79,688	1,46,924	52.5
GUJARATI	36,821	26,168	71.1
HINDI	43,031	19,506	44.3

WEEKLIES

				Origin	Staying	%All India
ENGLISH	5,83,318	1,56,562	26.8
MARATHI	1,66,555	90,715	54.5
GUJARATI	76,937	42,493	55.2
HINDI	1,61,764	16,785	10.4

MAGAZINES

				Origin	Staying	%All India
ENGLISH	2,60,967	55,520	21.3
MARATHI	5,003	1,705	34
GUJARATI	18,279	8,300	45.4
HINDI	1,08,174	5,460	5

DAILIES WEEKLIES MAGAZINES

METRO TOTAL	4,12,830	3,06,555	70,985
STATE TOTAL	7,22,324	9,88,574	3,92,423
METRO TO STATE TOTAL	57.2%	31%	18%.1

*A.B.C. Members only.

PRESS ADVERTISING COST CHART

		(CIRCULATION)			Cost of 100 col. cms. x 12 insertions (Rs.)	Mille- rate for All India (Rs. per s.c.cm.)	Casual rate (Rs. per s.c.cm.)
		All India	State of Publn.	Town of Publn.			
English Dailies							
Economic Times	..	10,985	4,202	3,740	9,600	.73	9.00
Evening News of India		13,092	13,092	12,987	3,000	.2	3.25
Financial Express	..	9,452	5,931	5,742	7,200	.63	7.20
Free Press Bulletin	..	17,270	..	16,727	3,600	.17	4.00
Free Press Journal	..	80,379	59,897	41,816	9,600	.1	9.00
Hitavada	..	13,988	..	9,324	4,320	.26	4.40
Indian Express	..	93,401	67,979	51,065	10,200	.09	9.50
Nagpur Times	..	9,945	7,640	4,263	3,000	.28	3.00
Times of India	..	1,38,643	1,06,914	88,605	16,800	.1	16.00
Language Dailies							
Bombay Samachar	..	56,568	47,094	44,190	4,320	.06	4.00
Daily Maratha	..	66,079	61,082	35,343	3,600	.05	4.00
Gavakari	..	11,768	..	311	1,500	.1	1.50
Hindustan	..	14,184	..	3,769	2,400	.1	2.50
Janmabhoomi	..	24,276	19,010	15,884	3,000	.1	3.00
Janashakti	..	12,545	11,785	10,282	2,400	.16	2.50
Kesari	..	32,725	31,142	9,427	2,880	.07	3.00
Lokasatta	..	1,22,120	1,13,807	62,570	9,600	.07	9.50
Maharashtra Times	..	61,137	57,903	31,068	5,700	.08	6.00
Matribhumi	..	6,971	..	2,062	2,160	.26	2.00
Nav Bharat Times	..	43,031	26,879	19,056	5,400	.1	5.00
Nava Bharat	..	24,378	13,229	7,063	4,800	.16	5.00
Navshakti	..	30,352	28,581	17,943	3,000	.08	3.50
Sakal	..	71,736	68,759	34,917	2,400	.03	2.60

		(CIRCULATION)			Cost of 100 col. cms. x 12 insertions (Rs.)	Mille- rate for All India (Rs. per s.c.cm.)	Casual rate (Rs. per s.c.cm.)
		g All India	State of Publn.	Town of Publn.			
1	2	3	4	5	6	7	
Tarun Bharat ..	23,511	23,176	9,099	4,080	.14	4.40	
Tarun Bharat (Poona)	13,920	13,453	2,469	4,080	.24	4.40	
Yugdharm ..	12,335	3,080	1,515	3,000	.2	3.50	
English Weeklies							
Bharat Jyoti ..	58,775	40,625	24,750	6,000	.09	6.00	
Blitz ..	2,01,459	44,393	31,641	13,200	.05	14.00	
Current ..	22,055	7,105	5,816	6,960	.26	7.00	
Eve's Weekly ..	21,253	9,993	9,327	7,200	.28	6.80	
Illustrated Weekly of India ..	1,00,743	20,003	14,669	10,800	.09	11.00	
Screen ..	84,109	24,493	21,561	8,400	.08	8.50	
Sunday Standard ..	94,924	64,972	48,798	10,500	.09	10.00	
Language Weeklies							
Blitz (Hindi) ..	54,076	13,731	10,255	3,900	.06	5.00	
Blitz (Urdu) ..	9,700	3,734	3,625	2,400	.21	3.00	
Dharmayug ..	1,07,688	13,245	6,530	13,200*	10.2*	1200.00*	
Pravasi ..	61,412	41,342	36,915	4,800	.07	5.00	
Rasarang ..	16,664	15,330	305	1,500*	7.5*	150.00*	
Saptahik Gavakari ..	18,089	17,829	289	2,100	.1	..	
Sunday Lokasatta ..	1,66,655	1,54,139	90,715	11,280	.6	11.00	
Sunday Sakal ..	78,947	75,052	36,035	2,880	.03	3.20	
Swaraj ...	47,525	44,110	11,713	1,920	.03	2.00	
Vivek ..	7,888	4,038	2,799	1,880	.2	1.60	
Vyapar ..	15,525	7,325	5,578	3,600	.19	3.50	

(*Calculations based on F. Pg. rates.)

		(CIRCULATION)			Cost of F. Pg. x 12 insertions (Rs.)	Mille- rate for All India (Rs. per F. Pg.)	Casua rate (Rs. per F. Pg.)
		All India	State of Publn.	Town of Publn.			
English Magazines							
Auto Spark	..	3,291	..	935	3,000	75.96	250.00
Bhavan's Journal	..	33,082	..	3,320	1,800	45.34	200.00
Femina	..	65,626	16,482	13,237	18,000*	22.86*	12.00*
Filmfare	..	1,24,629	24,504	17,783	18,000	12.04	1650.00
Imprint	..	28,110	7,101	5,587	10,200	30.24	850.00
Industrial Times	..	5,868	1,584	1,319	7,200*	102.25*	6.00*
Mirror	..	17,389	6,829	6,314	5,400	25.88	550.00
Onlooker	..	6,414	5,239	5,026	12,960	168.38	1080.00
Reader's Digest	..	1,30,281	27,326	..	31,200	19.96	2600.00
Trend	..	12,931	6,832	6,254	5,760*	37.12*	4.00*
Language Magazines							
Amrit	..	19,765	16,408	181	1,500	6.32	150.00
Bharati	..	4,645	316	272	1,200	21.53	120.00
Deepavali	..	10,346	4,712	2,500	2,400	19.24	200.00
Huns	..	6,241	4,415	536	1,920	25.64	160.00
Kismet	..	12,976	7,441	7,180	1,440	9.25	150.00
Kirloskar	..	20,559	14,477	1,507	3,000	12.16	312.50
Kumar	..	6,808	6,175	448	1,560	19.1	150.00
Manohar	..	5,503	4,106	474	960	14.54	100.00
Navaneet (Hindi)	..	21,025	1,593	1,071	2,400	9.51	200.00
Navaneet (Marathi)	..	5,003	3,165	1,705	960	15.99	80.00
Navaneet (Gujarati)	..	5,303	1,238	1,120	960	15.09	80.00
Parag	..	57,456	4,466	2,807	3,600	5.22	300.00
Sarika	..	29,693	3,353	1,582	4,200	11.89	400.00
Stree	..	18,515	14,309	1,570	3,000	13.5	212.50
Udyama	..	5,122	..	152	900	14.64	80.00
(*Calculations based on s.c.m Rates)							

(*Calculations based on s.c.cm Rates)

CINEMA STATISTICS AND ADVERTISING COST CHART

			Towns with population:			
			50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	11	10	2	1
Total Population of such Towns	767,510	1,671,140	1,427,728	4,152,056
English Cinemas	3	9
No. of Seats	1,718	7,924
No. of shows weekly	71	189
Estimated weekly au- dience*	25,439	99,842
%age of wkly audience to total population	1.8	1.4
Non-English Cinemas	38	41	25	46
No. of seats	23,241	25,829	16,391	21,186
No. of shows weekly	695	784	516	967
Estimated weekly au- dience*	254,642	294,784	203,838	266,944
%age of weekly audience to total population	33.2	17.6	14.3	6.4
Cost of 100-ft. film × 4 week run (Rs)	5,348	6,264	5,560	19,556

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that on an average 60% of the cinema hall would be filled for each show over a period of a week. Thus:

$EWA = 60\% \text{ of } (\text{Number of seats} \times \text{Weekly number of shows}).$

COME TO GOA

Relax By The Sea

A WIDE WONDERFUL CHOICE

Awaits You

Rare Monuments,
Ancient Temples,
Magnificent Churches,
Waterfalls & Fascinating Rivers
Enthralling Beaches and the Most
Picturesque Countryside.

What else?

Boating, Surf-riding at Dona Paula,
Swimming at Miramar and Calangute,
Speedboats and Launches for Cruising
on the Mandovi around lovely islands,
Excursions in luxurious coaches to Old Goa for your
pleasure, and the most delicious food for your palate.

With the famous Shek Shek, Shakuti, Sannas and Sorpotel, and plenty
to whet your appetite, it is bound to be

A HOLIDAY TO REMEMBER IN THE SUNNIEST SEASIDE RESORT OF INDIA

Conducted Tours, Tourist Guides, Water Skiis, Picture Postcards,
Souvenirs also available.

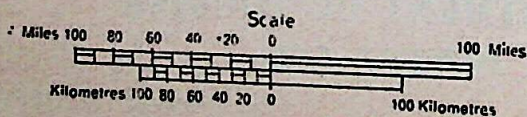
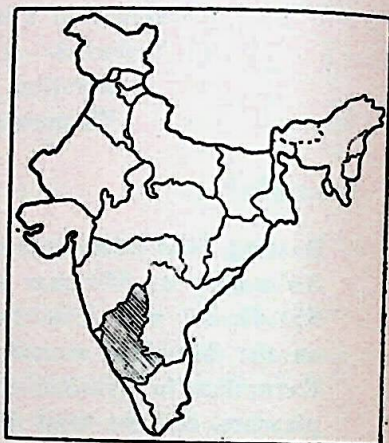
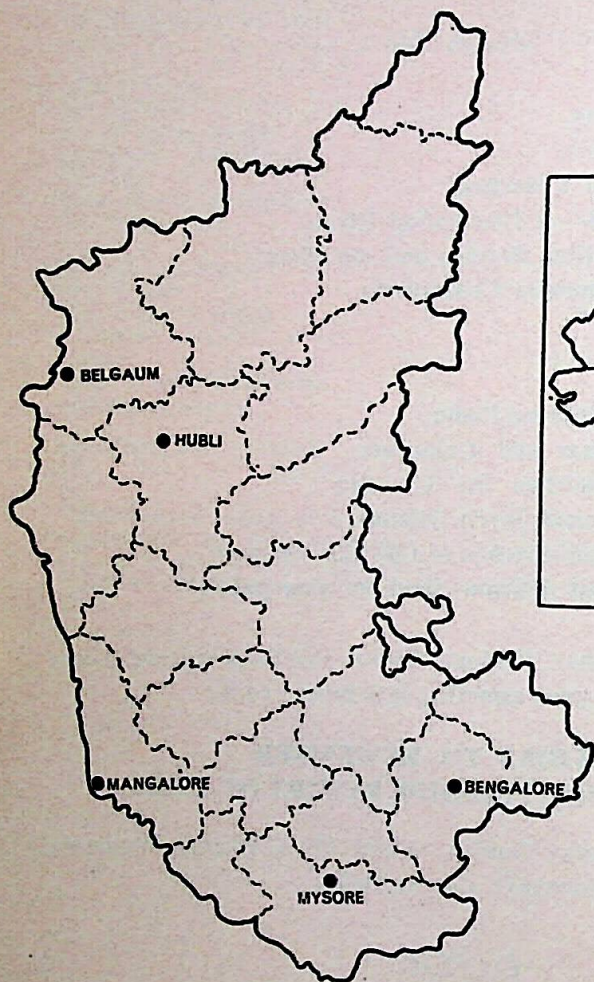
CONTACT
DEPARTMENT OF TOURISM
PANJIM—GOA

Telephone No. 773.

Grams: TOURISM.

Mysore

● *Press Media Centres*



Mysore

Situated where the Western and Eastern Ghats converge, the tableland of Mysore has a general elevation of two to three thousand feet above sea level on the east and the north, and about 5,000 feet in the central and the western portions. The general slope of the land is eastward. Coastal plains lie to the west going down to the Arabian Sea. Agriculture is the main occupation of the people. Mysore is a leading plantation State and several key industries of the country—manufacture of aircraft, electronic equipment, telephone instruments and steel—are located in the State. The gold mines in Kolar and Hatti produce all the gold of the country. A practical monopoly for supply of sandal oil to the world is held by the State's Sandalwood Oil Factory. Over 80 per cent of the silk produced in India is got from Mysore.

Geographically, the State can be divided into two regions. In the west is what is popularly known as the Malnad or the hilly country, with high mountains and evergreen forests, and beyond that the coastal districts on the Arabian Sea. In the centre and the east lie the plains with cities. An average of 75° F. is maintained throughout. The average rainfall is about 47 inches, ranging from 300" in the Malnad area to 18" in the eastern plains. The heaviest rainfall occurs in Shimoga district. The lowest is in Bettadapura in Mysore, which has 7.6 inches.

The State is served by four distinct river systems; the west-flowing Sharavathi and Netheravathi; the south-east flowing Krishna with its tributaries; the east flowing kavery and its tributaries; Uttara Pinakini, Dakshina Pinakani; Pennar and Palar flowing eastward.

POPULATION

Total Population:—23,586,772

Area (in. sq. miles):—74,210

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
5,266	980	1,223	902	1,604	697

Distribution of Towns According to Population

No. of towns with pop. 10 lakhs and over	Total Pop. of such towns (000)	%age to total population
1	2,207	20.8
No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
5	966	16.00
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
9	662	12.6

No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
29	790	15.0

NOTE:—There are no towns with population of 5 lakhs to 10 lakhs.

Distribution of Towns by Population Strata

Towns with Pop. over 1,000,000		Towns with Pop. 20,000 to 49,999	
1. Bangalore Metropolitan Area Town Group ..	1,206,961	1. Tumkur	47,277
		2. Bagalkot	39,934
		3. Mandya Town Group ..	33,347
		4. Chitradurga	33,336
		5. Kolar	32,587
		6. Bidar	32,420
		7. Hassan	32,172
		8. Ranibennur	31,304
		9. Chikmagalur	30,253
		10. Naipani	29,374
		11. Rabkabi Banhatti ..	28,871
		12. Doddaballapur	27,361
		13. Channapatna	26,467
		14. Yadgir	25,764
		15. Udupi	24,610
		16. Chamarajanagar ..	24,430
		Ramasamudam	
		17. Guledgud	24,292
		18. Ikal	24,222
		19. Jamkhandi	24,017
		20. Karwar	23,906
		21. Chikballapur	23,025
		22. Harihar	22,829
		23. Kollegal	22,663
		24. Gokak	21,854
		25. Sirsi	21,240
		26. Haveri	21,043
		27. Konnur	20,793
		28. Shahbad	20,454
		29. Sagar	20,414
TOTAL	966,208	Total	790,261

Towns with Pop. 50,000 to 99,999

1. Gulbarga	97,069
2. Bellary	85,673
3. Bijapur	78,854
4. Davangere	78,124
5. Gadag-Betgeri	76,614
6. Bhadravathi	65,776
7. Shimoga	63,764
8. Raichur	63,329
9. Hospet	53,242

TOTAL 662,445

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
—	172	1,432	3,723	6,481	14,569	26,377

RELIGION

	Population				% of total Population
Buddhists	9,770	0.04
Christians	487,587	2.07
Hindus	20,582,853	87.27

INFA 1965

MEDIA PLANNING

Jains	174,366	0.74
Muslims	2,328,376	9.87
Sikhs	3,287	0.01
Others	533	0.00

LANGUAGES

Important Languages Spoken

	Population	% of total Population
Kannada	15,371,753	65.17
Telugu	2,047,379	8.68
Urdu	2,034,482	8.63

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

Persons			Persons		
Gujarati	15,628	Marathi	336,988		
Hindi	57,383	Tamil	592,120		
Kannada	2,257,337	Telugu	587,312		
Malayalam	87,626	Urdu	974,208		

EDUCATION

Urban Literacy

LITERATES

PERCENTAGE OF LITERACY

Persons	Males	Females	Persons	Males	Females
2,328,801	1,520,372	808,429	44.2	55.2	31.8

Literacy in State

LITERATES

PERCENTAGE OF LITERACY

Persons	Males	Females	Persons	Males	Females
5,990,585	4,352,428	1,638,157	25.4	36.1	14.2

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
2	—	3	58	102	7	172

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes)
1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
23.4	161061	9.1	124768	2.6	58384	.28	14578

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
20	508	3,80,19	3,09,67	1

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
87,67	37.2	98,43	41.7

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	665
Government Companies	15

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	7,21.90	7,87.66	7,82.73		
Sales Tax	12,25.97	13,75.00	14,71.00		

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
113	172	178	192

EXPORTS**Agricultural and agro-based products:**

Cotton, groundnuts, coffee, ginger, onions, chillies, pepper, cardamom, bananas, mangoes, fennel, niger seed, kardi seed, cotton seed, coconut, citrus fruits, sisal and aloe, bones and bone meal, fruit and vegetable products, alcoholic beverages, sugar, vegetable oil products (Vanaspati), cigarettes, cotton yarn, cotton cloth, bidi, wool, leather footwear and other goods, handloom cotton fabrics, silk fabrics, woollen fabrics, hosiery.

Forests and forest-based products:

Teak wood, sandal wood, rose wood, myrobalan, cutch and khair, kapok and akund floss, cashew kernel, neem seed, karanja seed, pisa seed, undi seed, kokum seed, bamboos, crude drugs, sandal wood oil, lemongrass oil, vetiber oil, cinnamon leaf oil, dupafat (Malabar, allow), kavathi oil, natural dyes and tan stuff, commercial plywood, paper and paper products, matches.

Fishery products:

Marine fish, canned fish, frog legs, fish oil.

Minerals and mineral-based products:

Iron ore, manganese ore, bauxite, chromite, limestone, chinaclay, corundum, dolomite, magnesite, salt, ferro-manganese, porcelain, roofing tiles.

Metals and metal manufactures:

Iron and steel.

Machinery and transport equipment:

Machine tools, power transformers, textile machinery, heavy industrial machinery, light industrial machinery, automobile ancillaries.

Miscellaneous engineering goods:

Storage batteries, scientific instruments.

Chemicals and chemical products:

Soap, glycerine, plastic articles, insecticides.

Handicrafts and miscellaneous consumer goods:

Woollen carpets, druggets, embroidery, artistic woodware and furniture, artistic ware of base metals, dolls and toys, fancy carved ware, agarbatties, fabrics of man-made fibres.

PRESS IN THE STATE

Only six dailies in the State can boast of big newspaper status and a circulation of more than 10,000. Of these, only one is in English, the rest being in Kannada. Of about 60 weeklies issued regularly, only few command a circulation above the 10,000-mark. Nonetheless, by and large, they have a sober outlook and a personality of their own. Among the monthlies, 'Chandamama', intended for children, enjoys a circulation of more than 20,000. The difficulties of the Press in the State stem from lack of funds and paucity of newsprint and printing facilities. Small newspapers find it increasingly hard to survive in the face of acute competition from the bigger ones.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% to lit. to pop.	DLY. CIR.*	Press cov. to lit. %
5,266,493	2,328,801	44.2	280,236	9.9
WKLY CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
182,366	7.8	64,009	2.7	

*A.B.C. Members only.

Pattern of Circulation
(A.B.C. members only)

				DAILIES		
				Origin	Staying A	Incoming B
ENGLISH	40,436	40,094	52,907
LANGUAGE	112,523	111,145	26,090

				WEEKLIES		
				Origin	Staying C	Incoming D
ENGLISH	12,267	7,573	68,978
LANGUAGE	61,523	44,682	61,133

				MAGAZINES		
				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil	19,309
LANGUAGE	26,776	23,448	21,252

- A. Deccan Herald 40,094.
 B.† Free Press Journal 1,969. Hindu 15,607. Indian Express (Bombay edn.) 8,685. Indian Express (Southern edn.) 18,274. Mail 1,416. Times of India (Bombay edn.) 5,538.
 C. Mysindia 7,537.
 D.† Bharat Jyoti 1,938. Blitz 11,136. Organiser 1,877. Screen 10,207. Sunday Standard (Bombay edn.) 8,734. Sunday Standard (Southern edn.) 19,545. Eve's Weekly 1,145. Illustrated Weekly of India 7,216. Sport & Pastime 3,621. Swarajya 1,527.
 E. Nil.
 F.† Bhavan's Journal 7,642. Femina 3,960. Filmfare 6,498. Imprint 1,560. Mirror 2,386. Picturpost 3,134.
 G. Prajavani 60,680. Samyukta Karnatak 50,465.
 H.† Andhra Prabha 1,748. Dinamani 4,789. Kesari 1,199. Lokasatta Daily 4,197. Maharashtra Times 1,861. Mathrubhumi 2,233. Navbharat Times (Bombay edn.) 1,734. Sakal 2,896.
 I. Karmaveer 16,601. Prajamata (Kan.) 27,692.
 J.† Ananda Vikatan 7,200. Lokasatta weekly 5,233. Sunday Sakal 3,140. Swaraj 3,579. Andhra Patrika Ill. wkly. 2,638. Andhra Prabha Ill. wkly. 5,867. Dharmayug 1,548. Kalkandu 6,383. Kalki 4,182. Kumudam 11,449. Malayala Manorama 4,764. Mathrubhumi Ill. Wkly 2,330.
 K. Kasturi 23,448.
 L.† Cinema Masika 2,666. Cinema Rangam 1,529. Kalaimagal 1,329. Kirloskar 1,097. Pesum Padma 3,704. Shama 2,611. Stree 1,164.

Non-ABC members circulation as provided by the publisher: (in the State)
 Chandamama 30,205. Tainadu 20343. Reader's Digest 8,828.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

		(CIRCULATION)			Cost of 100 Col. cmx12 inser- tions (Rs.)	Mille- rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
		All India	State of Publn.	Town of Publn.			
English Dailies							
Deccan Herald	..	40,404	40,094	21,162	5,760	.12	5.60
Language Dailies							
Prajavani	..	60,345	..	17,327	3,850	.05	3.70
Samyukta Karnatak	..	51,616	50,465	6,219	3,600	.06	5.00
Tainadu	..	20,949	20,343	7,936	2,100	.08	2.50
English Weekly							
Mysindia	..	11,142	..	4,178	2,400	.18	2.40
Language Weeklies							
Karmaveer	..	18,735	16,601	1,164	1,800	.08	2.00
Prajamata (Kanada)	..	31,023	27,692	8,670	3,000	.08	3.00
Prajamata (Telugu)	..	12,240	389	197	2,400	.16	2.50
Prapancha	..	29,391	19,974	2,492	2,400	.07	2.50
Language Magazine							
(Calculations based on F. Pg. Rates)							
Kasturi	..	26,376	23,448	622	1,800	5.69	180.00

K. C. CHARITIES FUND LOTTERY

BERHAMPUR (GANJAM) ORISSA

(Authorized By The Govt. Of Orissa)

Provides financial aid to Khallikote College and other Colleges in Orissa. Contribution to N.D. Fund Rs. 50,000, Swami Vivekananda Centenary Celebration Committee Orissa Rs. 5,78,000. Dr. B.C. Roy Memorial Fund Rs. 5,000 etc., etc.,

Distributed in Prizes more than Rs. 59,00,000

Subscription per ticket Rs. 1/-

First Prize Rs. 1,15,000

Write to :-Hon. Secretary, K.C. Charities Fund Lottery
Berhampur, (Gm), Orissa.

CINEMA STATISTICS AND ADVERTISING COST CHART

		Towns with population:			
		50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	9	5	..	1
Total Population of such Towns	662,445	966,208	..	1,206,961
English Cinemas	2	..	7
No. of Seats	1,622	..	5,224
No. of shows weekly	38	..	151
Estimated weekly au- dience*	18,854	..	67,135
%age of wkly audience to total population	2.0	..	5.6
Non-English Cinemas	22	29	..	26
No. of seats	17,280	20,056	..	17,737
No. of shows weekly	385	583	..	534
Estimated weekly au- dience*	183,079	242,738	..	221,645
%age of weekly audience to total population	27.6	25.1	..	18.4
Cost of 100-ft. film x 4 week run (Rs)	2,740	4,056	..	7,136

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

$$EWA = 60\% \text{ of } (\text{Number of seats} \times \text{Weekly number of shows}).$$

ORISSA BOARD MILLS LTD

(A Pilot Project of Orissa Govt.)

MERIA BAZAR, CUTTACK-1

Manufactures quality Straw Boards & Mill Boards

25½" × 30½", from 16 oz to 48 oz.

Phone : (Cuttack 706)

SEE AND APPRECIATE THE TRADITIONAL ORISSAN ART
IN

Silver Filigree, Horn and Ivory, Brass and Bellmetal, Art
Textiles in Silk and Cotton, Applique work in canopy and
Garden Umbrellas, Old paintings, Shell work and Stone
Sculptures replicas of Lingraj, Puri & Konarak Temples

AT

Our show rooms at Nimchouri, Cuttack-2,
Dolamandap Sahi, Puri,
Market Building, New Capital, Bhubaneswar,
Theatre Communication Buildings, Connaught
Place, New Delhi. Phone : 48107

Patronised by Orissa Government:—

THE ORISSA COOPERATIVE HANDICRAFTS
CORPORATION LTD.

CUTTACK.

Phone—747

Telephone : 767

Gram : OSICON

THE ORISSA SMALL INDUSTRIES CORPORATION LTD.,
CUTTACK

(A STATE GOVERNMENT UNDERTAKING)

In the case of all

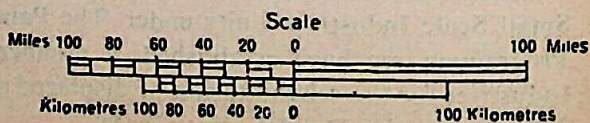
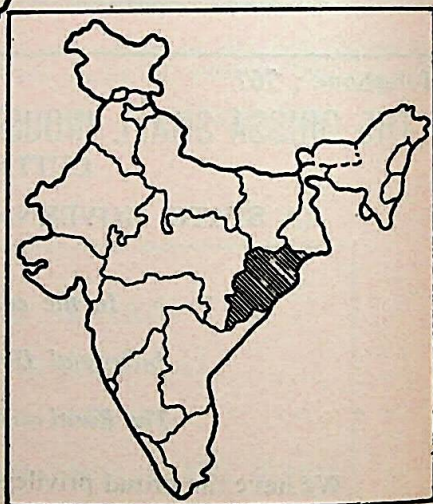
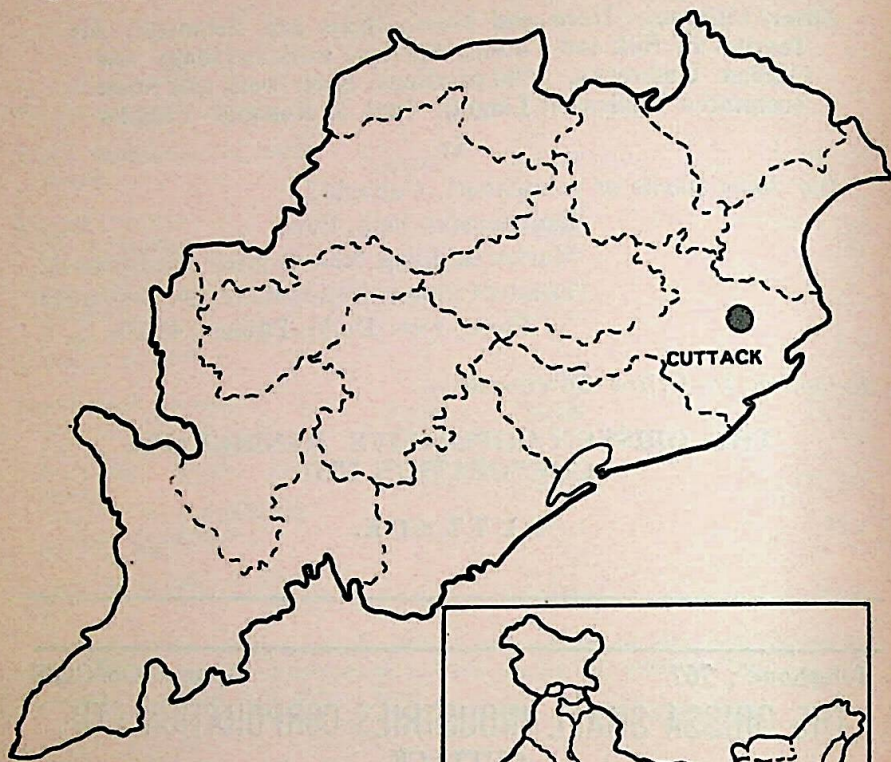
Industrial Development in

The Rural areas of the State

We have the proud privilege of being the agency for Rural
Industrialisation of the State. In addition to managing 150
Small Scale Industrial Units under The Panchayat Industries
Programme, we have established a number of Small Scale
Industries for the rehabilitation of displaced persons from East
Pakistan in the Dandakaranya area.

Orissa

● *Press Media Centres*



Orissa

Orissa, on India's east coast, has a 300-mile seaboard washed by the Bay of Bengal.

The State has a fertile alluvial coastal belt, and towards the Eastern Ghats rugged terrain dotted with jungle-clad hills. The jungle here is rich in game, and the valleys spread out into plains with green crops and watered by a thousand mountain streams.

Drained by three main rivers, the Mahanadi, Brahmani and Baitarani, the coastal plain is covered with extensive rice fields.

Orissa's predominantly rural character is slowly being transformed by "new temples" symbolising the people's determination to achieve speedy progress. Near Sambalpur is the country's longest dam on the Mahanadi river, part of the colossal Hirakund Project. At Rourkela, about 125 miles away is a huge steel town in the midst of a region rich in minerals.

The State receives fairly heavy rainfall during the monsoon from June to September. The climate in the coastal regions is hot and humid, as in contiguous Bengal; but away from the sea the winter nights are cold.

POPULATION

Total Population:—17,548,846

Area (in. sq. miles):—60,164.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
1,110	232	219	176	387	168

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
1	146	13.2
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
3	218	19.6
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
8	225	20.3

NOTE :—There are no towns with population of 5 lakhs and over.

Distribution of Towns by Population Starta				Towns with Pop. 20,000 to 49,999			
Towns with Pop. 100,000 to 499,999							
1. Cuttack			146,308	1. Sambalpur			38,915
				2. Bhubaneswar			38,211
Towns with Pop. 50,000 to 99,999				3. Balasore			33,931
1. Rourkela			90,287	4. Jeypore			25,291
2. Berhampur			76,931	5. Bhadrak			25,285
				6. Parlakhemundi			22,708
3. Puri			60,815	7. Birmiritrapur			20,301
				8. Baripada			20,301
TOTAL			218,033	TOTAL.. ..			224,943

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 1,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
—	16	452	2,513	7,334	36,151	46,466

RELIGION

	Population				% of total Population
Buddhists				454	0.00
Christians				201,017	1.15
Hindus				17,123,194	97.57
Jains				2,295	0.01
Muslims				215,319	1.23
Sikhs				5,030	0.03
Others				1,537.	0.01

LANGUAGES

Important Languages Spoken

	Population				% of total population
Oriya.				14,443,598	82.31
Kui				512,161	2.92
Telugu				393,453	2.24

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

			Persons				Persons
Bengali	48,435	Telugu	109,372
Hindi	98,535	Urdu	72,730
Oriya	714,852				

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
489,990	353,309	136,681	44.1	57.5	27.6

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
38,01,245	30,42,004	9,59,241	21.7	34.7	8.6

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
1	1	—	33	23	6	64

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes) 1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
3	21,566	1.7	22,766	.50	12,505	.03	1458

Indian Commercial Banks

Foreign Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
—	62	—	—	—

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
11,04	6.3	15,83	9.1

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	216
Government Companies	49

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	3,03.28	3,06.87	3,12.21
Sales Tax	5,66.62	6,71.11	7,22.60

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
25	30	33	46

EXPORTS

Agricultural and agro-based products:
Ginger, turmeric, sann hemp, mangoes, sisal and aloe, niger seed, palmyra fibre, silk handloom cotton fabrics, silk fabrics.

Forests and forest-based products:
Karanja seed, bamboos, crude drugs, natural dyes and tan snuff, salwood, rosewood, myrobalan, cutch and khair, kapok and akund floss, macassar oil,

paper and paper products.

Minerals and mineral based products:
Iron ore, salt, china-clay, chromite, dolomite, fire-clay, limestone, manganese ore, steatite, sanitaryware, stoneware, refractories.

Metals and metal manufactures:
Iron and steel.

Handicrafts and miscellaneous consumer goods:
Silver filigree, fancy carved ware.

PRESS IN THE STATE

The State has only one English and five Oriya dailies, all published from Cuttack. The Oriya Samaj commands a circulation of over 25,000 and the English Eastern Times one of just under 5,000. The State capital of Bhubaneswar is poorly served in comparison. Most newspapers and periodicals have been founded on political initiative, and their resources are limited. The dailies generally devote a great deal of space to political events.

The Press in Orissa is handicapped by paucity of newsprint, and, except for the dailies, by lack of adequate financial resources. Progress is inhibited by illiteracy, lack of proper communications and industrial backwardness.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit.%
1,109,650	489,990	44.2	72,931	14.9
WKLY. CIR.*	Press cov. to lit.%	MAG. CIR.*	Press cov. to lit.%	
19,912	4	9,326	1.9	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

				DAILIES		
				Origin	Staying A	Incoming B
ENGLISH	Nil	Nil	17,962
LANGUAGE	52,289	G 47,021	H 7,989
				WEEKLIES		
				Origin	Staying C	Incoming D
ENGLISH	Nil	Nil	9,248
LANGUAGE	Nil	I Nil	J 10,664
				MAGAZINES		
				Origin	Staying E	Incoming F
ENGLISH	Nil	Nil	5,009
LANGUAGE	Nil	K Nil	L 4,317

- A. Nil.
 B.† Amrita Bazar Patrika 3,779. Hindustan Standard 5,716. Statesman 6,602.
 C. Nil.
 D.† Blitz 4,276. Illustrated Weekly of India 1,705.
 E. Nil.
 F.† Bhavan's Journal 1,115. Filmfare 2,189. Picturpost 1,283.
 G. Kalinga 9,625. (Jan. to June '64 figs.) Matrubhumi 11,636. Samaj 25,580.
 H.† Ananda Bazar Patrika 2,039. Jugantar 1,557.
 I. Nil.
 J.† Andhra Patrika Ill. wkly. 2,277. Andhra Prabha Ill. wkly. 2,790. Desh 1,283.
 K. Nil.
 L.† Nil.

Non-ABC members circulations as provided by the publisher: (in the State)
 Chandamama 1,238. Reader's Digest 1,881.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of 100 Col. cm x12 inscriptions (Rs.)	Mille-rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
	All India	State of Publn.	Town of Publn.			
1	2	3	4	5	6	7
Language Dailies						
Kalinga ..	11,046	6,694	2,931	1,920	.14	2.00
Matrubhumi ..	12,313	11,636	2,960	1,920	.13	2.00
Samaj ..	28,951	25,580	3,929	3,000	.09	3.00

EASTERN TIMES

Only English Daily of Orissa.

JHANKAR

Leading Oriya Monthly

PRAJATANTRA

Popular Oriya Daily of the State

Publishers:—

Prajantra Prachar Samity,
 Cuttack-2.

Phone : 1160

SAMMUKHYA

A Progressive Monthly Magazine in Oriya dealing with Social, Educational, Political, Economic, Scientific and Cultural aspects of Life and Society.

Sammukhy Marg,
 Dolamundai,
 CUTTACK-1.
 Tel : 974

Editor:
DR. RADHANATH RATH,
 Professor of Psychology,
 Utkal University.

CINEMA STATISTICS AND ADVERTISING COST CHART

				Towns with population:			
				50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns		3	1
Total Population of such Towns		218,033	1,46,308
English Cinemas
No. of Seats
No. of shows weekly
Estimated weekly au- dience*
%age of wkly audience to total population
Non-English Cinemas		7	4
No. of seats		5,489	2,614
No. of shows weekly		118	78
Estimated weekly au- dience*		55,330	30,552
%age of weekly audience to total population		25.4	20.9
Cost of 100-ft. film x 4 week run	(Rs)	780	380

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

EWA = 60% of (Number of seats x Weekly number of shows).

THE ONLY FILM PRODUCERS OF ORISSA

To Win Two Rastrapati — Awards

Out Of Three Films

1. NUA BOU 2. MANIKJODI 3. NABA JANMA

PANCHASAKHA PICTURES CUTTACK 1.

S. ZIAULLA & Co.

PHOTOGRAPHERS
RADIO, WATCHES—CLOCKS
AND GENERAL MERCHANTS

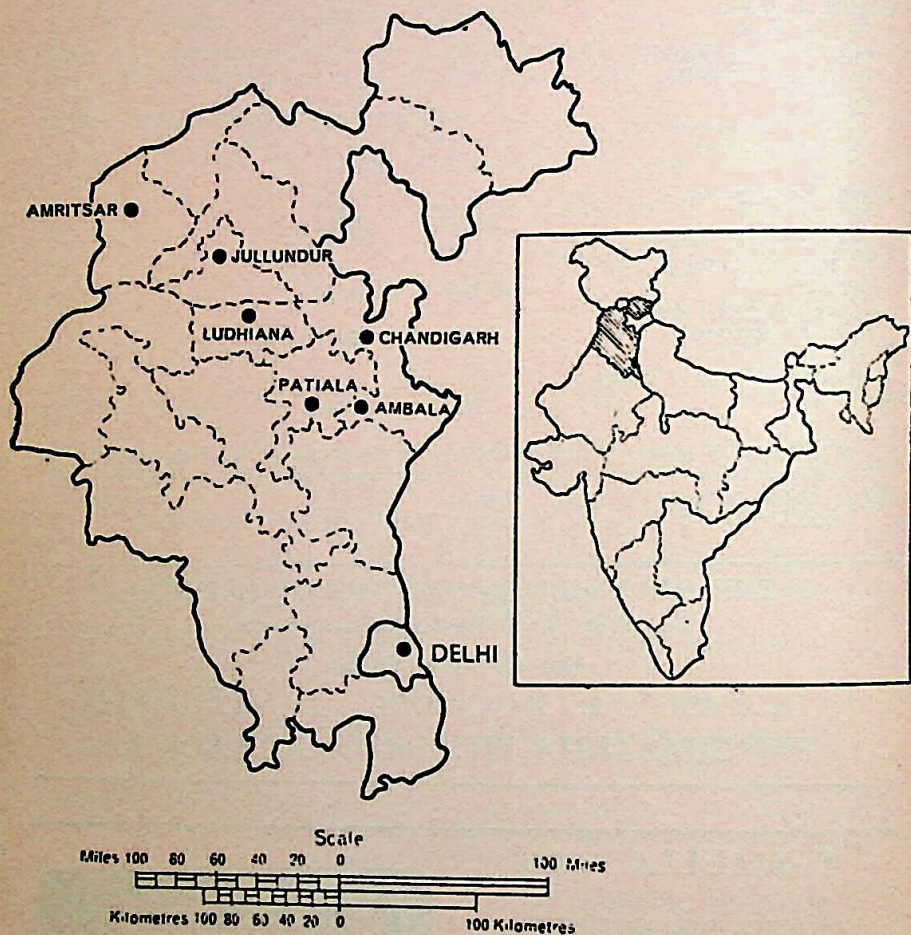
Choudhury Bazar & Buxi Bazar,
CUTTACK-1

Phones:—Studio 407 Showroom 407-A



Punjab

● *Press Media Centres*



Punjab

The Himalayan division in the north includes the Kulu and the Kangra valleys. The low Shiwalik ranges in the middle, interspersed by valleys, provide a rich agricultural yield. The plains farther south, watered by the Beas and Sutlej rivers, have a fertile loamy soil

The State has pronounced extremes of climate, hot in summer and biting cold in winter. The rainfall is also markedly varied, between 20" in Keyland to 117" in Dharmasala. The western districts have between 30" and 35" a year and the southern districts not more than 15" a year.

POPULATION

Total Population:—20,306,812

Area (in. sq. miles):—47,205.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
4,089	798	901	692	1,264	547

Distribution of Towns According to Population

No. of towns with pop. 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
5	1,214	26.3
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
31	887	21.7
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
31	982	24.0

NOTE:—There are no towns with population of 5 lakhs and over.

Distribution of Towns by Population Strata

Towns with Pop. 100,000 to 499,999

1. Amritsar Town Group	398,047
2. Jullundur Town Group	265,030
3. Ludhiana	244,032
4. Ambala Town Group	181,747
5. Patiala	125,234
TOTAL	1,214,090

Towns with Pop. 50,000 to 99,999

1. Chandigarh Town	99,262
2. Ferozepur Town Group	97,932
3. Rohtak	88,193
4. Jagadhri Town Group	84,337
(a) Yamuna nagar	51,700
(b) Jagadhri	32,637
5. Karnal	72,109

INFA 1965

6. Panipat	67,026
7. Hissar	60,222
8. Bhiwani	58,194
9. Pathankot	54,810
10. Bhatinda	52,253
11. Batala	51,739
12. Hoshiarpur	50,739
13. Faridabad	50,709
TOTAL	887,086

Towns with Pop. 20,000 to 49,999

1. Moga	47,779
2. Abohar	46,863
3. Sonapat	45,882
4. Simla	42,597
5. Nangal Town Group	42,359
6. Malerkotla	39,543
7. Phagwara	37,929
8. Gurgaon	37,868
9. Rewari	36,994
10. Kaithal	34,890

11. Hansi	33,712
12. Sirsa	33,363
13. Kotkapura	32,021
14. Fazilka	32,015
15. Muktsar	30,765
16. Nabha	30,603
17. Jagraon	29,617
18. Kapurthala	29,334
19. Sangrur	28,344
20. Rajpura	27,925
21. Palwal	27,863
22. Gurdaspur	27,665
23. Faridkot	26,735
24. Khanna	24,416
25. Jind	24,216
26. Narnaul	23,959
27. Mansa	22,473
28. Sunam	21,408
29. Barnala	21,354
30. Tarn Taran	20,961
31. Malout	20,774
TOTAL	982,227

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 1,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
12	142	1,440	3,470	5,337	10,868	21,296

RELIGION

	Population	% of total Population
Buddhists	14,857	0.07
Christians	149,834	0.74
Hindus	12,930,045	63.67
Jains	48,754	0.24
Muslims	393,314	1.94
Sikhs	6,769,129	33.33
Others	879	0.01

LANGUAGES

Important Languages Spoken

					Population	% of total Population
Hindi	11,298,855	55.64
Punjabi.	8,343,264	41.09
Urdu	255,660	1.26
Pahari Unspecified.	248,176	1.22

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it).

Urban

			Persons			Persons
Hindi	2,823,908	Urdu	..	41,222
Punjabi	1,160,842			

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,939,151	1,271,935	667,216	47.4	56.4	36.3

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Female:
49,17,396	35,91,177	13,26,219	24.2	33.0	14.1

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Insti- tution	Arts & Sc. Colleges	Prof. colleges	Sp. Ed. colleges	Total
2	—	—	97	48	5	152

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S. I.) after taxes)
1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
17.6	122705	7.5	102125	1.7	44983	.13	7655

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (,000)	Reserves (,000)	Foreign Banks
7	365	62,24	67,45	4

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
1,10,57	54.5	1,18,21	58.2

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	834
Government Companies	4

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	4,36.03	5,09.06	8,63.34		
Sales Tax	10,88.97	14,09.49	14,66.91		

LABOUR

Employment in Factories (In thousand)

1957	1960	1961	1962
99	127	132	145

CXXX

EXPORTS**Forest and forest-based products:**

Gums and resins, rosin and turpentine, vetiver oil, conifer woods, sisoo wood, cutch and khair, kapok and akund floss, khakan seed, crude drugs, paper and paper products, rubber goods.

Minerals and mineral products:

Limestone, slate, calcite, china-clay, cement.

Metals and metal manufactures:

Brass and copper sheets and circles.

Machinery and transport equipment:

Sewing machines and parts, light industrial machinery, tractors and road rollers, machine tools, automobile ancillaries.

Miscellaneous Engineering goods:

Wood screws, machine screws, small tools, industrial fasteners and builders' hardware, scientific instruments, surgical and medicinal equipment, drums and containers, cutlery.

Chemicals and chemical products:

Soap, glycerine, plastic moulded articles, synthetic dyestuffs, medicinal, and pharmaceutical preparations.

Handicrafts and miscellaneous consumer goods:

Woollen carpets, woollen shawls and embroidery, wooden furniture, dolls and toys, basketware, sports goods, fabrics of man-made fibres.

PRESS IN THE STATE

Of the 29 dailies published from the State, The Tribune (English, from Ambala) is the only one with big newspaper status. The largest number of dailies are issued from Jullundur (six Urdu, five Punjabi and two Hindi). Chandigarh, the capital boasts only of two Punjabi dailies. The mortality rate among the small newspapers is fairly high. But certain Urdu papers (whose readership is mostly urban) and some Punjabi dailies (with a largely rural readership) have increased their circulations in recent months. In general, though, the financial resources of the Press in the State are far from adequate.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit. %
4,088,595	1,939,151	47.7	121,894	6.3
WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
45,093	2.3	40,645	2.1	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

				Origin	Staying A	Incoming B
ENGLISH	57,303	52,817	20,154
LANGUAGE	34,647	G 32,677	H 16,246

WEEKLIES

				Origin	Staying C I	Incoming D J
ENGLISH	Nil	Nil	32,499
LANGUAGE	Nil	Nil	12,594

MAGAZINES

				Origin	Staying E K	Incoming F L
ENGLISH	Nil	Nil	17,781
LANGUAGE	Nil	Nil	22,864

A. Tribune 52,817.

B.† Hindustan Times 7,483. Indian Express (Delhi edn.) 6,052. Statesman 2,080. Times of India (Delhi edn.) 4,160.

C. Nil.

D.† Blitz 11,901. Organiser 1,459. Screen 4,384. Sunday Standard (Delhi edn.) 7,355. Illustrated weekly of India 4,356:

E. Nil.

F.† Femina 4,049. Filmfare 7,048. Picturpost 3,442. Upper India Motorist 1,239.

G. Milap 9,331. (Jan. to June '64 Figs.) Hind Samachar 13,485. Pradeep 9,861.

H.† Hindustan 6,394. Milap (Delhi edn.) 2,665. Navbharat Times (Delhi edn.) 7,022.

I. Nil.

J.† Blitz 1,854. Dharmayug 6,183. Saptahik Hindustan 3,019.

K. Nil.

L.† Arun 1,001. Parag 3,620. Sarika 1,269. Sarita 1,677. Shama 6,642. Sushma 5,587. Biswin Sadi 1,517.

Non-ABC members circulation as provided by the publisher: (in the State)

Patriot 2,296. Vir Arjun 3,440. Pratap 6,870. Chandamama 6,312. Reader's Digest 5,493.

†Only those publications are listed whose circulation in the State is above 1,000. All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

	(CIRCULATION)			Cost of 100 Col. cmx12 inser- tions (Rs.)	Mille- rate for All India (Rs. per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
	All India.	State of Publn.	Town of Publn.			
English Daily						
Tribune ..	57,316	52,817	1,720	7,800	.11	7.50
Language Dailies						
Daily Pratap ..	14,249	13,731	2,025	3,360	.2	3.20
Hind Samachar ..	13,663	13,485	1,043	1,920	.12	2.00
Milap ..	12,025	11,748	2,315	3,360	.23	3.50
Pradeep ..	11,194	8,420	709	2,400	.18	2.50

CINEMA STATISTICS AND ADVERTISING COST CHART

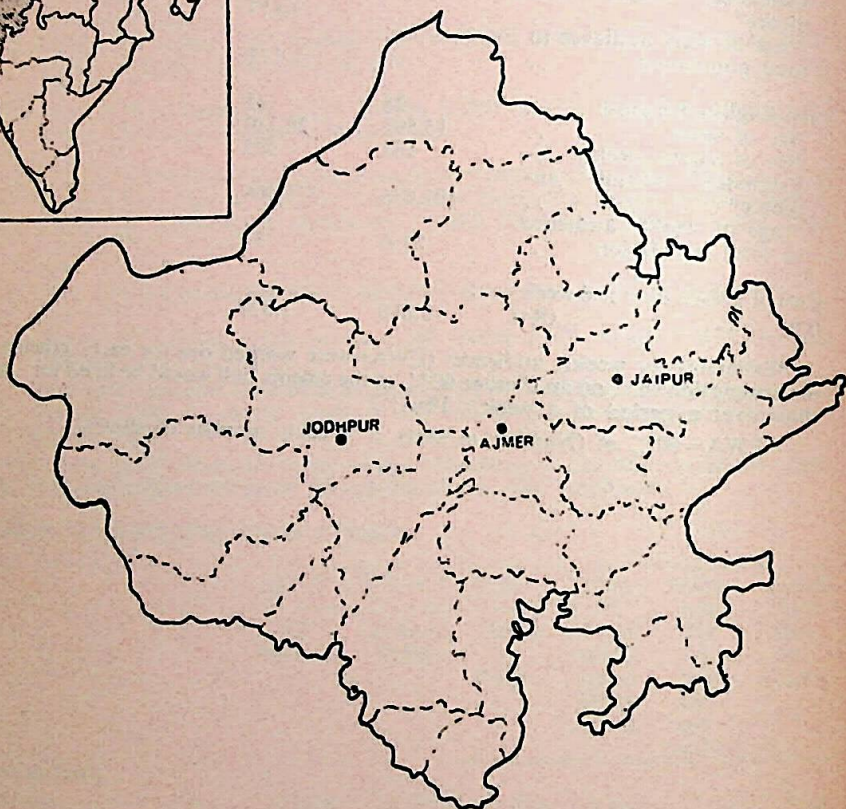
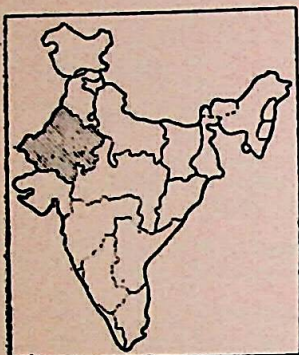
Towns with population:

	50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	13	5
Total Population of such Towns	887,086	1,214,090
English Cinemas	1
No. of Seats	826
No. of shows weekly	28
Estimated weekly au- dience*	3,877
%age of wkly audience to total population	1.1
Non-English Cinemas	28	45
No. of seats	15,591	28,110
No. of shows weekly	568	995
Estimated weekly au- dience*	191,686	375,906
%age of weekly audience to total population	21.6	31
Cost of 100-ft. film × 4 week run (Rs)	3,616	7,276

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

$EWA = 60\% \text{ of } (\text{Number of seats} \times \text{Weekly number of shows}).$

Rajasthan

● *Press Media Centers*

Rajasthan

Rajasthan, formed by the progressive integration of several Princely States through the years 1948—1956, ranks as the second largest of the States of the Indian Union.

The Aravali mountains run right through the State from south-west to north-east. The heights of Mount Abu are close to the south-western extremity of the ranges, while its north-eastern end lies at Khetri, almost near Delhi. The intersection created divides the State

into two different types of areas. That on the north-west is arid and sandy, with bare cliffs. That on the south-east has extensive hill ranges, fertile tablelands and dense forests.

While the water resources are poor, rainfall too is sparse, ranging between 7" to 40" a year. The north-western portion has very poor rainfall. The south-eastern region has better rains. The summer is very hot and dust storms are common. The winter is very cold.

POPULATION

Total Population:—20,155,602

Area (in. sq. miles):—132,125.

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
3,281	637	756	542	975	456

Distribution of Towns According to Population

No. of towns with pop, 1 to 5 lakhs.	Total pop. of such towns (000)	%age to total population
6	1,242	37.8
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
4	241	7.3
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
23	667	18.8

NOTE:—There are no towns with population of 5 lakhs and over.

Distribution of Towns by Population Strata

Towns with Pop. 100,000 to 499,999				5. Kota	120,345
1. Jaipur	403,444	6. Udaipur	111,139
2. Ajmer	231,240				
3. Jodhpur	224,760	TOTAL	1,241,562
4. Bikaner	150,634				

Towns with Pop. 50,000 to 99,999

1. Alwar	72,707
2. Ganganagar	63,854
3. Beawar	53,931
4. Sikar	50,636
TOTAL	241,128

Towns with Pop. 20,000 to 49,999

1. Bharatpur	49,776
2. Bhilwara	43,499
3. Tonk	43,413
4. Churu	41,727
5. Pali	33,303
6. Sardarshahar	32,072
7. Sujargarh	30,761

6. Barmer	27,600
9. Dholpur	27,412
10. Fatehpur	27,039
11. Ratangarh	26,631
12. Bundi	26,478
13. Kishangarh	25,244
14. Jhunjhunu	24,962
15. Nawalgarh	24,911
16. Nagaur	24,296
17. Nasirabad	24,148
18. Ladnu	23,825
19. Karauli	23,696
20. Baran	22,764
21. Gangapur	22,591
22. Sawai Madhopur	20,952
23. Hindaun	20,237
TOTAL	667,337

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
—	94	1,003	2,936	6,596	21,612	32,241

RELIGION

	Population	% of total Population
Buddhists	759	0.01
Christians	22,864	0.11
Hindus	18,132,690	89.96
Jains	409,417	2.03
Muslims	1,314,613	6.52
Sikhs	274,198	1.36
Others	1,061	0.01

LANGUAGES

Important Languages Spoken

	Population	% of total Population
Rajasthani	11,386,005	56.49
Hindi	6,714,857	33.32
Bhili	831,869	4.13

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it.)

Urban					
Persons			Persons		
Gujarati	19,486	Punjabi 76,098
Hindi	1,421,016	Urdu 334,738

EDUCATION

Urban Literacy					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,234,150	887,270	346,880	37.6	50.9	22.6

Literacy in State					
LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
30,65,568	25,04,983	5,60,585	15.2	23.7	5.8

Institutions of Higher Education (1961-62)						
Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
1	2	1	56	24	18	102

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes) 1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons	S.I.	Persons	S.I.	Persons	S.I.	Persons	S.I.
(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000	(000)	Rs. 000
14	95485	4.3	58309	.78	19891	.05	3050

Indian Commercial Banks				Foreign Banks
No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	
3	207	1,12,81	63,88	—

Deposits in Scheduled Banks

1962

1963

Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
34,82	17.2	39,63	19.6

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 .. 434

Government Companies 4

Revenue Account (In Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	9,05.00	8,30.00	8,65.30
Sales Tax	8,62.00	9,60.00	10,25.00

LABOUR

Employment in Factories (in thousand)

1957	1960	1961	1962
48	57	56	64

EXPORTS

Agricultural and agro-based products:
Sann hemp, pulses, opium, wool, goat hair, horse and cow-tail hairs, sugar, cotton cloth, fruit and vegetable products.

Forests and forest-based products:
Natural dyes and tan s tuff, kapok and akund floss, khakan seed, vetiver oil.

Minerals and mineral-based products:
Mica, asbestos, barytes, calcite, emer-

ald, feldspar, Fuller's earth, garnet, lead, zinc, gypsum, limestone building stone, sandstone, marble, salt, steatite, cement.

Metals and metal manufactures:
Brass and copper sheets and circles.

Handicrafts and miscellaneous consumer goods:

Woollen carpets, zari, jewellery, artistic ware of base metals, dolls and toys, fancy carved ware.

PRESS IN THE STATE

The Press in Rajasthan is almost entirely an Indian language Press. Hindi naturally predominates, but there are one daily and nine weeklies in Sindhi and a Sanskrit monthly. It is very much underdeveloped, its disabilities being meagre resources, scanty revenues, small circulations, poor production and sub-standard editorial content. There is only one daily claiming a circulation of over 10,000. Most newspapers are run as private ventures and just manage to survive. Dailies in Jaipur can make little headway against competition from Delhi newspapers.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. CIR.*	Press cov. to lit. %
3,281,478	1,234,150	37.6	58,938	4.8
WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
37,838	3	28,983	2.3	

*A.B.C. members only.

Pattern of Circulation
(A.B.C. members only)

				Origin	DAILIES Staying	Incoming
ENGLISH	Nil	A Nil	B 21,172
LANGUAGE	Nil	G Nil	H 37,766
				Origin	WEEKLIES Staying	Incoming
ENGLISH	Nil	C Nil	D 15,390
LANGUAGE	Nil	I Nil	J 22,448
				Origin	MAGAZINES Staying	Incoming
ENGLISH	Nil	E Nil	F 6,371
LANGUAGE	Nil	K Nil	L 22,612

- A. Nil.
 B.† Hindustan Times 10,193. Indian Express (Delhi edn.) 4,381. Times of India (Delhi edn.) 4,997.
 C. Nil.
 D.† Blitz 4,627. Screen 1,038. Sunday Standard (Delhi edn.) 4,426. Organiser 1,333. Illustrated Weekly of India 2,012.
 E. Nil.
 F.† Filmfare 2,478. Picturpost 1,238. Femina 1,262.
 G. Nil.
 H.† Hindustan (H) 13,964. Navbharat Times (Delhi edn.) 20,522.
 I. Nil.
 J.† Blitz 3,683. Panchjanya 5,499. (Jan. to June '64 figs.) Dharmayug 4,536. Saptahik Hindustan 7,275. Hindvasi (Sin.) 1,440.
 K. Nil.
 L.† Arun 3,288. Kahani 3,720 (Jan. to June '64 figs.) Navaneet (H). 1,429. Parag 5,706. Sarika 2,515. Sarita 2,637. Shama 1,735. Sushma 2,053. Kadambini 1,875.

Non-ABC members circulation as provided by the publisher: (in the State)
 Patriot 1,700. Vir Arjun 3,761. Pratap 1,438. Rashtradoot 9,875. Daily Nava-
 jyoti 16,608. Chandamama 4,045. Reader's Digest 2,060.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

CINEMA STATISTICS AND ADVERTISING COST CHART

		Towns with population:			
		50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns	4	6
Total Population of such Towns	241,128	1,241,825
English Cinemas
No. of Seats
No. of shows weekly
Estimated weekly au- dience*
%age of wkly audience to total population
Non-English Cinemas	..	8	22
No. of seats	5,250	17,231
No. of show weekly	166	529
Estimated weekly au- dience*	67,767	248,509
%age of weekly audience to total population	28.1	20
CoWt of 100-ft. film × 4 week run (RW)	1,160	5,512

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

EWA=60% of (Number of seats × Weekly number of shows).

GOOD NEWS TRAVELS FAST !
HAS IT REACHED YOU ?

WE
P A Y
BONUS
TO
OUR
POLICY
HOLDERS

Phone : 323 & 324

Cuttack
1-3-65

WE
TRANSACTION
ALL CLASSES OF
MISCELLANEOUS
AND
FIRE INSURANCE
BUSINESS

Dear Proponent
We have just completed arrangements whereby the Life Insurance Corporation of India have agreed to share 40% of certain classes of the fire and miscellaneous risks assumed by us in Indian territory.
NO RISK IS BIG FOR US NOW !
Please place all your insurable interests with us.
Yours etc.
SECRETARY

THE ORISSA CO-OPERATIVE INSURANCE SOCIETY LTD.

Estd. 1946
CUTTACK (ORISSA)

(TUEC)

Group of Companies

THE UTKAL EQUIPMENT & CHEMICALS (P) LTD.,

AND

TUEC HOSPITALS PRIVATE LIMITED

Manufacturers of:—

1. Laboratory Equipment including furnitures and fittings.
2. Lamp blown Glass apparatus for Laboratories and Hospitals.
3. Hospital & Veterinary Equipment and Gas plants.

(FACTORY IN PROGRESS)

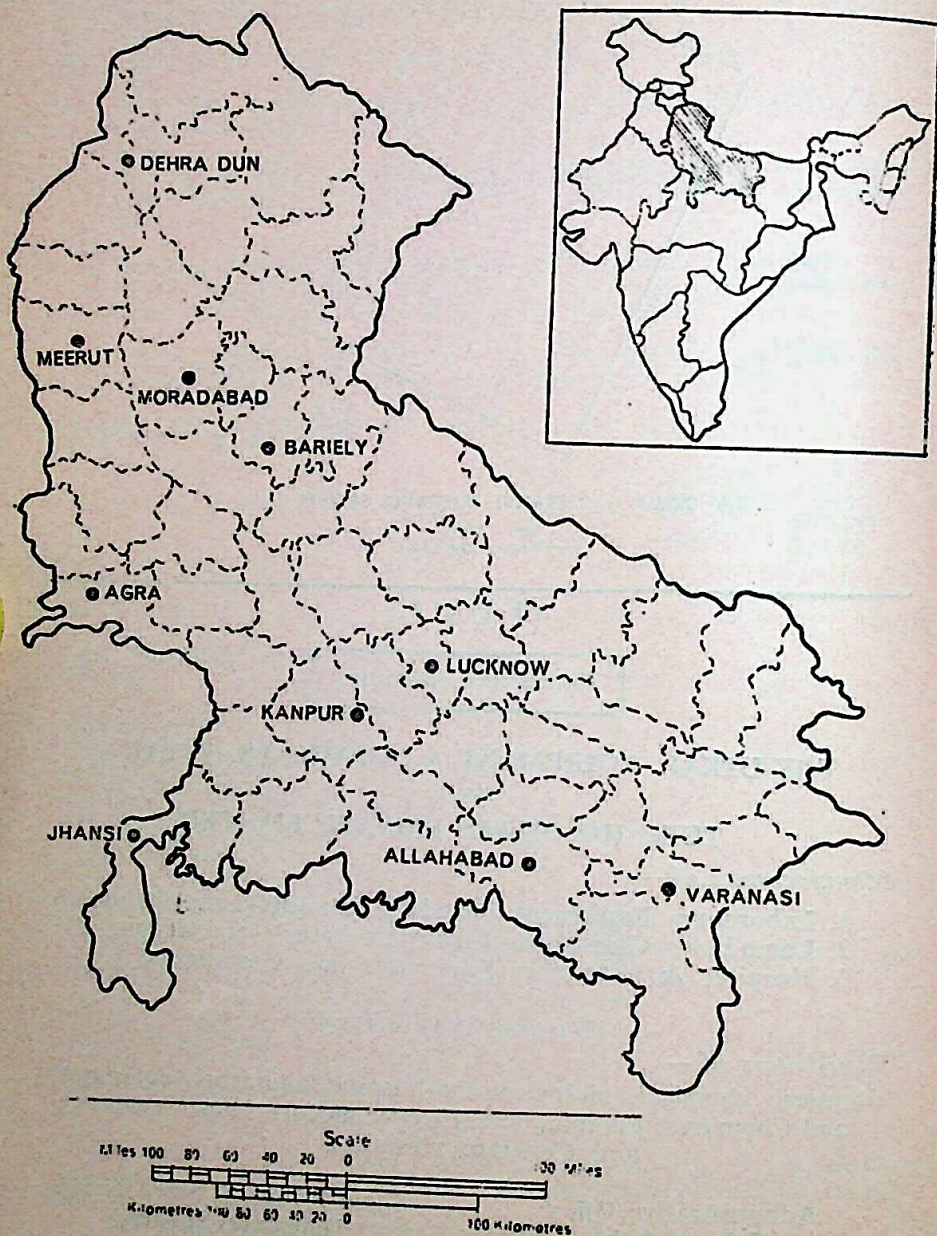
Distributors of:—

Physical, chemical, biological and hospital laboratory equipment and Chemicals, Pumping sets, Electric motors, Diesel engines and Concrete vibrators.

Administrative Office
Sahanta Sahi,
CUTTACK-1.
(Orissa).

Show Room & Sales Centre,
Dolmundei Square,
CUTTACK-1.
(Orissa).

Uttar Pradesh

● *Press Media Centres*

Uttar Pradesh

Inhabited by more than one-sixth of the population of India, Uttar Pradesh ranks first among the States in population and fourth in area. It has the distinction of having the largest number of cities and towns among the States of the Indian Union.

The Gangetic plain lies within the State. The soil is fertile. The irrigation system is well developed. The agricultural area is about an eighth of India's total, and the production is a little over a sixth of India's total production. Nearly 45 per cent of India's sugarcane

output is grown in Uttar Pradesh.

In the north are the snowy Himalayan ranges, on the slopes of which and below the snow-line, thick vegetation and free wild life abound, but only the population is sparse. The Terai and Bhabars area further below is marshy and malarial, though the soil is considered fertile and suitable for raising food crops. The population is scanty, but wild life is plentiful in the forests. Farther south is the rich alluvial Gangetic plain, the largest watershed of the country drained by mighty perennial rivers.

POPULATION

Total Population:—73,746,401

Area (in. sq. miles):—113,4654

Population Urban (000)	Households Urban (000)	No. of Persons in age-groups (Urban, figs. in 000)			
		Years 5—12	Years 13—20	Years 21—40	Years 41—65
9,480	1,897	2,103	1,547	2,909	1,332

Distribution of Towns According to Population

No. of towns with pop. 5 to 10 lakhs	Total pop. of such towns ¹ (000)	%age to total population
3	2,135	15.8
No. of towns with pop. 1 to 5 lakhs	Total pop. of such towns (000)	%age to total population
14	3,024	34.73
No. of towns with pop. 50,000 to 100,000	Total pop. of such towns (000)	%age to total population
16	1,114	11.8
No. of towns with pop. 20,000 to 50,000	Total pop. of such towns (000)	%age to total population
52	1,579	16.6

NOTE :—There are no towns with population of 10 lakhs and over.

Distribution of Towns by Population Strata

Towns with Pop. 500,000 to 999,999

1. Kanpur Town Group	971,062
2. Lucknow Town Group	655,673
3. Agra Town Group	508,680
TOTAL ..	2,135,415

Towns with Pop. 100,000 to 499,999

1. Varanasi Town Group	489,864
2. Allahabad Town Group	430,730
3. Meerut Town Group	283,997
4. Bareilly Town Group	272,828
5. Moradabad Town Group	191,828
6. Sahranpur	185,213
7. Aligarh	185,020
8. Gorakhpur	180,255
9. Jhansi Town Group	169,712
10. Dehra Dun Town Group	156,341
11. Rampur	135,407
12. Mathura Town Group	125,258
13. Shahjahanpur Town	117,702
14. Mirzapur-cum-Vindhyachal	10,097
TOTAL	3,024,252

Towns with Pop. 50,000 to 99,999

1. Firozabad	98,611
2. Farrukhabad-cum-Fatehgarh Town Group	94,591
3. Faizabad Town Group	88,296
4. Muzaffarnagar	87,622
5. Ghaziabad	70,438
6. Etawah	69,681
7. Amroha	68,965
8. Sambhal	68,950
9. Hathras	64,045
10. Jaunpur	61,851
11. Hardwar Town Group	59,660
12. Budaun	58,770
13. Pilibhit	57,527
14. Bahraich	56,033
15. Hapur	55,248
16. Sitapur	53,884
TOTAL	1,114,462

Towns with Pop. 20,000 to 49,999

1. Maunath Bhanjan	48,785
--------------------	--------

2. Chandausi	48,557
3. Roorkee Town Group	45,801
4. Bulandshahr	44,163
5. Gonda	43,496
6. Khurja	41,491
7. Basti	38,403
8. Ballia	38,216
9. Haldwani-cum-Kath Godam	38,032
10. Banda	37,744
11. Kasganj	37,559
12. Ghazipur	37,147
13. Hardoi	36,225
14. Bara Banki Town Group	34,334
15. Najibabad	34,310
16. Bijnor	33,821
17. Mainpuri	33,610
18. Tanda	32,687
19. Azamgarh	32,395
20. Lakhimpur	32,285
21. Balrampur	31,776
22. Nagina	30,427
23. Deoband	29,980
24. Rae Bareli	29,940
25. Unnao	29,780
26. Orai	29,587
27. Deoria	28,407
28. Shahabad	28,399
29. Fatehpur	28,323
30. Kairna	26,454
31. Shamli	26,397
32. Sikandrabad	26,290
33. Sultanpur	26,081
34. Lalitpur	25,220
35. Vrindaban	25,138
36. Mahoba	24,878
37. Etah	24,719
38. Kannauj	24,646
39. Modinagar	24,266
40. Kashipur	24,258
41. Tilhar	23,936
42. Konch	23,708
43. Shikohabad	23,458
44. Sahaswan	23,293
45. Baraut	22,818
46. Chandpur	22,017
47. Bela	21,397
48. Kiratpur	21,127
49. Mughalsarai Town Group	21,086
50. Mawana	20,677
51. Bhadohi	20,302
52. Mau Ranipur	20,224
TOTAL	1,578,566

Distribution of Villages According to Population (1961)

Over 10,000	5,000 to 10,000	2,000 to 5,000	1,000 to 2,000	500 to 1,000	Less than 500	Total
23	308	3,795	12,801	26,015	69,682	1,12,624

RELIGION

	Population					% of total Population
Buddhists	12,893	0.02
Christians	101,641	0.14
Hindus	62,437,313	84.66
Jains	122,108	0.17
Muslims	10,788,089	14.63
Sikhs	283,737	0.38
Others	620	—

LANGUAGES

Important Languages Spoken

					Population	% of total Population
Hindi	62,974,736	85.39
Urdu	7,891,714	10.70
Kumauni	1,028,241	1.39

Languages spoken as specified in Schedule VIII of the Constitution (Only those languages are listed which have more than 10,000 persons speaking it.)

Urban

			Persons				Persons
Bengali	79,478	Marathi	130,691
Gujarati	11,481	Punjabi	253,956
Hindi	6,361,555	Urdu	2,547,498

EDUCATION

Urban Literacy

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
3,797,212	2,614,750	1,182,462	40	50	27.8

Literacy in State

LITERATES			PERCENTAGE OF LITERACY		
Persons	Males	Females	Persons	Males	Females
1,30,13,183	1,05,46,795	24,,66,388	17.6	27.3	7.0

Institutions of Higher Education (1961-62)

Universities	Boards of education	Res. Institutions	Arts & Sc. colleges	Prof. colleges	Sp. Ed. colleges	Total
9	1	5	142	54	12	223

ECONOMY

Income Groups

(No. of persons in each group and their total spendable income (S.I.) after taxes)
1961-62.

I.G. Rs. 5—10 thousand per year		I.G. Rs. 10—20 thousand per year		I.G. Rs. 20—40 thousand per year		I.G. Over Rs. 40 thousand	
Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000	Persons (000)	S.I. Rs. 000
35	238604	21.1	345390	2.9	75065	.22	124411

Indian Commercial Banks

No. of Banks	No. of Offices	Paid up capital (000)	Reserves (000)	Foreign Banks
13	503	1.60,36	33,73	2

Deposits in Scheduled Banks

1962		1963	
Amount (in Lakhs of Rs.)	Per capita deposits	Amount (in Lakhs of Rs.)	Per capita deposits
1,46,42	19.9	1,65,26	22.4

Distribution of Companies

No. of registered Cos. as on March 31st, 1963 ..	1,068
Government Companies	5

Revenue Account (in Lakhs of Rs.)

			Budget estimates 1963-64	Revised estimates 1963-64	Budget estimates 1964-65
Land Revenue (net)	27,56.92	24,89.23	22,29.04		
Sales Tax	16,07.50	16,98.35	18,19.02		

LABOUR

Employment in Factories (in thousand)

1957	1960	1961	1962
283	314	338	351

EXPORTS

Agricultural and agro-based products:

Potato, onion, sann hemp, mangoes, walnuts, aniseed, celery seed, cumin seed, fenugreek, mushroom, sisal and aloe, bones and bone meal, pulses, fruit and vegetable products, vegetable oils (edible and non-edible), oilcakes, biscuits, sugar, gur, sugar confectionery, vegetable oil products (Vanaspati), cigarettes, cotton cloth, chrome tanned hides, vegetable tanned hides, wine, beer and ale, hookah, tobacco, opium, lac, wool, goat hair, bristles, leather footwear and other goods, handloom cotton fabrics, silk fabrics, woollen fabrics, hosiery, ropes.

Forests and forest-based products:

Sal wood, conifer woods, sisoo wood, cutch and khair, kapok and akund gloss, mahua seed, neem seed, karanja seed, bamboos, crude drugs, gums and resins, rosin, and turpentine, sandalwood oil, vetiver oil, natural dyes and tan stuff, fibre board and particle board, commercial plywood, paper and paper products, rubber goods.

Minerals and mineral-based products:

Limestone, gypsum, building stone, steatite, sheet glass, cement.

Machinery and transport equipment:

Power transformers, light industrial machinery, tractors and road rollers, pumps, automobile ancillaries.

Miscellaneous engineering goods:

Small tools, industrial fasteners and builders' hardware, scientific instruments, surgical and medicinal equipment, hurricane lanterns and stoves, drums and containers, cutlery, locks and padlocks.

Chemicals and chemical products:

Alcohol, rectified spirit, denatured Spirit, Soap, glycerine, cosmetics and toilet preparations, plastic articles, medicinal and pharmaceutical preparations.

Handicrafts and miscellaneous consumer goods:

Woollen carpets embroidery, wooden furniture, zari, jewellery, artistic ware of base metals, dolls and toys, fancy carved ware, musical instruments, sports, goods, brushes, umbrellas, books and periodicals, fabrics of man-made fibres.

PRESS IN THE STATE

The State brings out the largest number of Hindi newspapers and periodicals in the country, and also ones with the biggest circulations. 'Aj' from Varanasi and 'Sainik' from Agra command a circulation of over 15,000. Urdu papers occupy second place. Of the six English dailies in the State, the 'National Herald' from Lucknow and the 'Nothorn India Patrika' from Allahabad circulate more than 15,000 copies. Even these two, however, are of medium type compared with the English dailies issued from Delhi, Bombay, Calcutta or Madras.

The Hindi and Urdu Press is well represented also by a large number of weeklies, fortnightlies and monthlies published from both big cities and district towns.

The financial position of the papers is not strong, with the exception of those owned by political parties or by limited companies run by big business which are responsible for English and language dailies side by side. Most of them suffer for lack of resources and depend largely on Government advertisement or private donations.

Circulation Related to Population and Literacy (Urban)

POP.	LIT.	% of lit. to pop.	DLY. DIR.*	Press cov. to lit. %
9,479,895	3,797,212	41.0	274,785	7.2
WKLY. CIR.*	Press cov. to lit. %	MAG. CIR.*	Press cov. to lit. %	
127,364	3.4	125,149	3.3	

*A.B.C. Members only.

Pattern of Circulation

(A.B.C. members only)

DAILIES

				Origin	Staying	Incoming
ENGLISH	56,314	A 54,982	B 61,471
LANGUAGE	97,329	G 90,197	H 68,135

WEEKLIES

				Origin	Staying	Incoming
ENGLISH	Nil	C Nil	D 54,909
LANGUAGE	29,597	I 8,796	J 63,659

MAGAZINES

			Origin	Staying E K	Incoming F L
ENGLISH	Nil	Nil	24,848
LANGUAGE	69,060	22,683	77,618

- A. Leader 8,199. (July to Dec. '63 figs.) National Herald 19,759. Northern India Patrika 21,261. Pioneer 13,962.
- B.† Hindustan Times 33,225. Indian Express (Delhi edn.) 12,131. Statesman 5,378. Times of India (Delhi edn.) 9,183.
- C. Nil.
- D.† Blitz 21,948. Current 1,332. Organiser 2,471. Screen 4,346. Sunday Standard (Delhi edn.) 12,126. Eve's weekly 1,247. Illustrated Weekly of India 6,698. Sport & Pastime 2,177.
- E. Nil.
- F.† Bhavan's Journal 1,431. Femina 5,238. Filmfare 10,124. Imprint 1,900. Pictur-post 4,791.
- G. Aj 20,474. Bharat 8,075 (July to Dec. '63 figs.) Daily Jagran (Jhansi edn.) 5,870. Daily Jagran (Kanpur edn.) 15,477. Gandiva 5,844. (July to Dec. '63 figs.) Navjivan 10,413. Quami Avaz 6,319. Siyasat Jadid 8,187. Swatantra Bharat 9,538.
- H.† Ananda Bazar Patrika 1845. Hindustan 28,842. Milap 7,012. Navbharat Times (Delhi edn.) 28,173.
- I. Panchjanya 8,796 (Jan. to June '64 figs.)
- J.† Blitz 10,927. Hindi Times 1,100. Desh 1,598. Dharmayug 22,663. Saptahik Hindustan 21,711.
- K. Arun 10,997. Kahani 11,686. (Jan. to June '64 figs.)
- L.† Khilauna 1,288. Navaneet (H) 4,382. Parag 14,366. Sarika 6,507. Sarita 7,492. Shama 21,954. Sushma 12,805. Kadambini 4,962. Biswin Sadi 2,416.

Non-ABC members circulation as provided by the publisher: (In the State)
 Patriot 4,287. Vir Arjun 9,734. Pratap 7,475. Sainik 14,827. Naba Kallol 1,313.
 Chandamama 18,651. Thought 1,051. Reader's Digest 9,886.

†Only those publications are listed whose circulation in the State is above 1,000.
 All circulation figures are as per the latest available ABC certificates.

PRESS ADVERTISING COST CHART

		(CIRCULATION)			Cost of 100 col. cms. x 12 insertions (Rs.)	Mille-rate for All India (Rs.) per s.c.cm.)	Casual Rate (Rs. per s.c.cm.)
		All India	State of Publn.	Town of Publn.			
		2	3	4	5	6	7
English Dailies							
Leader	..	8,721	4,281	3,918	2,640	.25	2.00
National Herald	..	20,090	19,759	6,822	5,400	.24	5.50
Northern India Patrika		22,158	21,261	10,052	5,400	.2	5.50
Pioneer	..	14,051	13,962	8,558	5,100	.3	5.30
Language Dailies							
Aj	..	22,035	19,381	5,487	4,800	.18	4.50
Bharat	..	9,317	4,124	3,951	2,400	.21	2.50
Daily Jagran (Kanpur)		15,799	15,477	12,500	3,000	.16	3.00
Gandiva	..	6,074	..	4,572	1,440	.2	2.00
Jagran (Jhansi)	..	7,159	5,870	3,425	1,800	.2	1.70
Navjivan	..	10,530	..	2,971	2,880	.23	3.00
Sainik	..	18,196	...	8,535	2,400	.11	2.60
Quami Avaz	..	6,606	6,319	2,719	1,440	.19	1.60
Siyasat Jadid	..	9,043	8,187	2,186	3,000	.3	2.50
Swatantra Bharat	..	9,612	9,538	5,919	2,700	.23	2.70
Language Weekly							
Panchjanya	..	38,764	1,045	338	2,400	.05	3.20
Language Magazines (Calculations based on F. Pg. Rate)							
Arun	..	38,438	10,997	1,409	3,000	6.5	300.00
Kahani	..	33,055	12,324	958	2,400	6.05	225.00

CINEMA STATISTICS AND ADVERTISING COST CHART

Towns with population:

		50,000 to 100,000 (1 lakh)	1 to 5 lakhs	5 to 10 lakhs	10 lakhs & over
No. of Towns		16	14	3	
Total Population of such Towns		1,114,462	3,024,252	2,135,415	
English Cinemas	2	4	..
No. of Seats	1,180	1,917	..
No. of shows weekly	49	80	..
Estimated weekly au- dience*	16,674	23,434	..
%age of wkly audience to total population78	.77	..
Non-English Cinemas		26	86	40	..
No. of seats		12,803	50,284	25,742	..
No. of shows weekly543	1,998	930	..
Estimated weekly au- dience*		163,624	706,588	360,551	..
%age of weekly audience to total population		14.7	33.1	11.9	..
Cost of 100-ft. film × 4 week run (Rs)		2,992	13,632	8,388	..

*Estimates for weekly audiences (EWA) were worked out for each cinema on the assumption that, on an average 60%, of the cinema hall would be filled for each show over a period of a week. Thus:

EWA = 60% of (Number of seats × Weekly number of shows).

CIRCULATION RELATED TO

					Population	Literates	Lit. to pop. %
Western Region							
Maharashtra	11,162,561	5,701,002	52.0
Gujarat	5,316,624	2,593,169	48.7
Madhya Pradesh	4,627,234	2,013,966	43.6
TOTAL	21,106,419	10,308,137	48.8
Northern Region							
Delhi	2,359,408	1,327,112	56.2
Rajasthan	3,281,478	1,234,150	37.6
Punjab	4,088,595	1,939,151	47.7
Himachal Pradesh	63,928	35,273	55.2
Uttar Pradesh	9,479,895	3,797,212	41.0
Jammu & Kashmir	593,315	167,639	28.3
TOTAL	19,866,619	8,500,537	42.8
Eastern Region							
West Bengal	8,540,842	4,517,151	52.9
Assam	913,028	522,329	57.2
Bihar	3,913,920	1,690,337	43.2
Orissa	1,109,650	489,990	44.2
TOTAL	14,477,440	7,219,807	49.9
Southern Region							
Madras	8,990,528	4,487,117	49.9
Andhra Pradesh	6,274,508	2,621,727	41.9
Mysore	5,266,493	2,328,801	44.2
Kerala	2,554,141	1,403,154	54.9
TOTAL	23,085,670	10,840,799	47.0

*A. B. C. Members only.

POPULATION AND LITERACY (URBAN)

Dly. Cir.*	Press cov. to lit.	Wkly. Cir.*	Press cov. to lit.	Mag. Cir.*	Press cov. to lit.
804,276	13.1	675,774	11.9	243,865	4.3
338,819	13	82,267	3.2	62,213	2.4
175,680	8.7	93,221	4.6	69,982	3.5
1,318,775	12.8	851,262	8.3	376,060	3.6
159,840	12	93,208	7	65,278	4.9
58,938	4.8	37,838	3	28,983	2.3
121,894	6.3	45,093	2.3	40,645	2.1
4,017	11.4	2,867	8.1	2,144	6.1
274,785	7.2	127,364	3.4	125,149	3.3
11,668	7	7,004	4.2	6,661	4
631,142	7.4	313,374	3.7	268,860	3.2
461,268	1.2	117,185	2.6	54,006	1.2
53,619	1.3	56,053	1.7	17,686	3.4
134,903	8	61,731	3.7	49,317	2.9
72,931	14.9	19,912	4	62,39	1.9
722,721	10	254,881	3.5	130,335	1.8
419,560	9.3	676,087	1.5	133,742	3
380,795	14.5	306,764	11.7	90,921	3.5
230,236	9.9	182,366	7.8	64,009	2.7
498,782	35.5	325,409	23.2	67,125	4.8
1,529,373	14.1	1,490,626	13.8	355,797	3.3

PATTERN OF

					Dailies		
					Originating	Staying	Incoming
Western Region							
Maharashtra	387,419	290,926	4,122
Gujarat	Nil	Nil	Nil
Madhya Pradesh	14,363	6,282	34,280
TOTAL	401,512	297,208	77,182
Northern Region							
Delhi	357,836	102,718	5,517
Rajasthan	Nil	Nil	21,172
Punjab	57,303	52,817	20,154
Himachal Pradesh	Nil	Nil	3,079
Uttar Pradesh	56,314	54,982	61,471
Jammu & Kashmir	Nil	Nil	8,145
TOTAL	471,453	210,517	119,538
Eastern Region							
West Bengal	287,325	196,928	6,135
Assam	15,012	13,377	13,724
Bihar	33,284	32,774	26,502
Orissa	Nil	Nil	17,962
TOTAL	335,621	244,079	64,323
Southern Region							
Madras	318,511	162,399	3,576
Andhra Pradesh	172,580	66,524	25,955
Mysore	40,436	40,094	52,907
Kerala	Nil	Nil	49,774
TOTAL	531,527	269,017	132,212

*A. B. C. Members only.

CIRCULATION* (ENGLISH PRESS)

Weeklies			Magazines		
Originating	Staying	Incoming	Originating	Staying	Incoming
581,846	211,584	18,684	304,845	74,112	12,401
Nil	Nil	40,169	Nil	Nil	10,048
Nil	Nil	37,813	Nil	Nil	12,150
581,846	211,584	96,666	304,845	74,112	34,599
98,657	26,321	30,597	16,420	8,015	25,260
Nil	Nil	15,390	Nil	Nil	6,371
Nil	Nil	32,499	Nil	Nil	17,781
Nil	Nil	1,941	Nil	Nil	817
Nil	Nil	54,909	Nil	Nil	24,848
Nil	Nil	5,600	Nil	Nil	2,248
98,657	26,321	140,936	16,420	8,015	77,235
Nil	Nil	44,967	Nil	Nil	25,453
Nil	Nil	12,530	Nil	Nil	10,115
Nil	Nil	25,015	Nil	Nil	11,455
Nil	Nil	9,248	Nil	Nil	5,009
Nil	Nil	91,760	Nil	Nil	52,032
291,437	73,554	29,556	52,460	1,583	18,339
238,890	52,819	35,284	Nil	Nil	14,914
12,267	7,573	68,978	Nil	Nil	19,309
Nil	Nil	51,399	Nil	Nil	7,676
542,594	133,946	185,217	52,460	1,583	60,238

PATTERN OF

Dailies

Originating	Staying	Incoming
-------------	---------	----------

Western Region

Maharashtra	575,317	497,319	11,909
Gujarat	288,576	285,205	14,834
Madhya Pradesh	110,228	93,278	41,840

TOTAL	974,121	875,802	68,583
-------	----	----	----	----	---------	---------	--------

Northern Region

Delhi	206,942	47,857	3,748
Rajasthan	Nil	Nil	37,766
Punjab	34,647	32,677	16,246
Himachal Pradesh	Nil	Nil	938

Jammu & Kashmir	Nil	Nil	3,523
-----------------	----	----	----	----	-----	-----	-------

TOTAL	338,918	170,731	130,356
-------	----	----	----	----	---------	---------	---------

Eastern Region

West Bengal	297,918	248,128	10,077
Assam	6,620	6,613	19,905
Bihar	48,731	47,895	27,732
Orissa	52,289	47,021	7,948

TOTAL	405,558	349,657	64,662
-------	----	----	----	----	---------	---------	--------

Southern Region

Madras	335,405	241,716	11,869
Andhra Pradesh	258,324	239,573	48,743
Mysore	112,523	111,145	26,090
Kerala	465,570	444,926	4,082

TOTAL	1,171,822	1,037,360	90,784
-------	----	----	----	----	-----------	-----------	--------

*A. B. C. Members only

CIRCULATION* (LANGUAGE PRESS)

Weeklies			Magazines		
Originating	Staying	Incoming	Organiting	Staying	Incoming
593,051	392,638	52,868	225,131	95,680	61,672
Nil	Nil	42,098	63,547	37,263	14,902
Nil	Nil	55,408	Nil	Nil	57,832
593,051	392,638	150,374	288,678	132,943	134,406
76,009	9,546	26,744	244,208	17,997	14,006
Nil	Nil	22,448	Nil	Nil	22,612
Nil	Nil	12,594	Nil	Nil	22,864
Nil	Nil	926	Nil	Nil	1,327
29,597	8,796	63,659	69,060	22,683	77,618
Nil	Nil	1,404	Nil	Nil	4,413
105,606	18,342	127,775	313,268	50,680	142,840
59,760	43,692	28,526	Nil	Nil	28,553
35,196	34,877	8,646	2,550	2,534	5,037
Nil	Nil	36,716	Nil	Nil	37,862
Nil	Nil	10,664	Nil	Nil	4,317
94,956	78,569	84,552	2,550	2,534	75,769
809,096	547,568	25,409	168,258	102,331	11,489
132,786	110,371	108,290	46,480	41,899	34,108
61,523	44,682	61,133	26,776	23,448	21,252
308,129	252,507	21,503	70,292	54,245	5,204
1,311,534	955,128	216,335	311,806	221,923	72,053

*A.B.C. Members only.

						Dailies		
						Originating	Staying	% All India
Bombay								
English	362,784	220,682	60.8
Marathi	279,688	146,924	52.5
Gujarati	36,821	26,168	71.1
Hindi	43,031	19,056	44.3
						Dailies	Weeklies	Magazines
Metro Total	412,830	306,555	70,985
State Total	722,324	988,574	392,423
Metro to State Total	57.2%	31%	18.1%
						Originating	Staying	% All India
Calcutta								
English	286,664	157,154	54.8
Bengali	284,261	123,319	43.4
Hindi	13,201	7,218	54.7
						Dailies	Weeklies	Magazines
Metro Total	287,691	25,317	Nil
State Total	584,126	59,681	Nil
Metro to State Total	49.3%	42.4%	Nil
						Originating	Staying	% All India
Madras								
English	319,297	76,458	23.9
Tamil	172,434	23,707	13.7
Telugu	122,518	7,440	6.07
						Dailies	Weeklies	Magazines
Metro Total	107,605	151,561	19,228
State Total	614,249	1,096,920	210,803
Metro to State Total	17.5%	13.8%	9.1%

INFA 1965

MEDIA PLANNING

METRO PRESS*

Weeklies			Magazines		
Originating	Staying	%All India	Originating	Staying	%All India
583,318	156,562	26.8	260,967	55,520	21.3
166,555	90,715	54.5	5,003	1,705	34
76,937	42,493	55.2	18,279	8,300	45.5
161,764	16,785	10.4	108,174	5,460	5

Originating	Staying	%All India	Originating	Staying	%All India
Nil	Nil	Nil	Nil	Nil	Nil
59,681	25,317	42.4	Nil	Nil	Nil
Nil	Nil	Nil	Nil	Nil	Nil

Originating	Staying	%All India	Originating	Staying	%All India
291,685	47,987	16.5	52,724	812	1.5
715,099	100,264	14	143,321	17,981	12.5
90,136	3,310	3.8	14,758	435	2.9

INFA 1965

MEDIA PLANNING

ANALYSIS METRO PRESS (Cont.)*

						Dailies		
						Originating	Staying	%All India
Delhi								
English	357,799	162,096	45.3
Hindi	184,566	38,245	20.7
Urdu	24,658	9,612	38.9
						Weeklies		
						Originating	Staying	%All India
English	101,985	25,580	25
Hindi	75,820	9,546	12.6
Urdu	Nil	Nil	—
						Magazines		
						Originating	Staying	%All India
English	16,268	8,015	49.3
Hindi	103,632	8,964	8.6
Urdu	141,529	9,033	6.3
						Dailies	Weeklies	Magazines
Metro Total	209,953	35,126	26,012
State Total	567,023	177,805	261,429
Metro to State Total	37.0%	19.8%	9.9%

*A. B. C. Members only.

Rates & Data

Press Media — 5
Cinema Media — 294
Outdoor Advertising — 315
Radio Advertising — 320
List of Business Representatives &
Offices of Newspapers — 324
Index to Press Media — 355

THE MALAYALA MANORAMA

(Estd. 1888)

KOTTAYAM

75TH YEAR OF PUBLICATION

Dr. RAJENDRA PRASAD

President of India

Presided over the

DIAMOND JUBILEE CELEBRATIONS IN 1950

present circulation exceeds

1,50,000 Copies

Chief Editor :: K. M. CHERIAN

Publishers :

THE MALAYALA MANORAMA CO., LTD.,

KOTTAYAM, KERALA.

PLANNING INDUSTRIAL ELECTRIFICATION 2....



YOU WILL BE BESIEGED BY DESIGNING CONSULTANTS...



MOODY
MANUFACTURERS...



OVER-ENTHUSIASTIC ERECTORS..... SPECIALISTS IN COMMISSION...AND
OMISSION...



AND A SWARM OF OTHER 'SERVICE'...? AND 'DISSERVICE' ENGINEERS.....



UNLESS, OF COURSE, YOU ENTRUST THE COMPLETE JOB TO—



EASUN

ENGINEERING CO.LTD.

5-7, Second Line Beach, Madras-1.

Also at: Bombay, New Delhi, Calcutta, Tirupati, Coimbatore, Bangalore, Madurai, Guntur, Patna and London.

- Hackbridge-Hewitt Easun DISTRIBUTION & POWER TRANSFORMERS
 - Easun-Ottermill L.T. SWITCHGEAR • Allis-Chalmers POWER PLANTS & MACHINERY
 - TROPIDUR CABLES & WIRES • F & G CABLES OF ALL TYPES
 - Magrini E.H.T. & H.T. SWITCHGEAR • USHA POWER CAPACITORS
- and many other well-known products.

Introduction : Press Rates and Data

According to the latest Report of the Press Registrar, a total of 7,790 newspapers and periodicals figured on the register on December 31, 1963.

Select List

In the pages that follow, we present information for a selected list of newspapers and periodicals totalling 1079.

This selection was made with reference to media lists of some of the largest and farthest-reaching advertisers in the country. In this way, we hope to have ensured that no paper of any importance to an advertiser has been left out. Publications not included in such media lists were also selected, if of long standing and still in existence.

Press Media : Two Categories

The Press media are divided into two categories. In the first are included (I) daily newspapers, (II) week-end newspapers and (III) consumer publications, further sub-divided into weekly and other periodicities. The second category embraces Business Publications, further sub-divided into "Government, Trade, Industry and Professional".

State and Periodicity-cum-Language Basis

The publications finally included are further classified on the basis of the State in which they are published. Under each State heading, they are further grouped together on a periodicity-cum-language basis.

Rates and Data

The information given under each publication was based on answers supplied by the publisher on a questionnaire-form sent out by us. In the pages that follow, under each publication included, is set out all the available information

of use to the advertiser in the following order:

Name of publication and address; Advertisement Rates, Mechanical Data, General Information and Circulation.

In the few cases where, despite repeated reminders, our questionnaire-form was not received back in time, but the publication was found to be of long standing and still in existence, we thought it advisable to reproduce the preceding year's data, rather than leave out the publication altogether.

"Advt. Rates: On Application"

In the case of those publications where advertisement rates were not furnished at all or, where furnished, were totally inadequate, the rest of the data has been provided, so that the rates can be obtained "on application" being made to the publication.

"Cir. Not Available"

Where the publication failed to furnish any kind of circulation figures, we have regrettably been obliged to enter the unhelpful information that the figures were "Not available".

"Circulation Figures"

Unless the publication is a member of the Audit Bureau of Circulations (in which case the latest available ABC—certified figures are given and specifically so indicated) circulation figures are given both as claimed by the publication itself (Cc) and as indicated in the Press Registrar's Report for 1964. (PR). Where the Press Registrar's figure is one provisionally (Prov.) accepted as such or stated expressly to be uncertified, the fact has been specifically mentioned.

KEY TO ABBREVIATIONS

Cc: claimed circulation; c.l.: column length; c.w.: column width; cir.: circulation; Dly.: Daily; F.Pg.: Full Page; Fortly.: Fortnightly; H.Pg.: Half Page; Mech.: Mechanical; Mthly.: Monthly; n.c.: number of columns; pos.: position; Pub.: Publisher; Pubd.: Published; PR: Press Registrar; Qr. Pg.: Quartar Page; s.c.cm.: single column centimetre; Wkly.: Weekly.

A.P.: Andhra Pradesh; As.: Assam; Ben.: (West) Bengal; Bih.: Bihar; Guj.: Gujarat; J & K: Jammu and Kashmir; Ker.: Kerala; M.P.: Madhya Pradesh; Md.: Madras; Mh.: Maharashtra; My.: Mysore; Or.: Orissa; Pun.: Punjab; Raj.: Rajasthan; U.P.: Uttar Pradesh.

TAPANG LIGHT FOUNDRY & CO.

Manufacturers of: C.I. Agricultural Implements, . Pans, Rain-water Pipes, Soil Pipes & Fittings, Bearing Plates, Anchor Plates, Brake-blocks, Manhole Covers & Frames, Croossing blocks, Heel blocks, Railings, C.I. Sleepers of Sizes to IRS Specification, Hydraulic Pipes 3" to 8" bore AND

**ALL SORTS OF GENERAL
CASTINGS**

each weighing upto 6 cwt.

**MAGNIFICENT EFFICIENCY IN
ALL SORTS OF C.I. CASTINGS**

Head office :
18, Dharmatolla Road,
P.O. BELURMATH,
HOWRAH
WEST BENGAL.
Phone 66-2915.

Works:
At/PO. Narangarh
Distt. PURI, ORISSA.
Rly Stn. TAPANG (S.E. Rly)
Phone—JATNI 95.

ELECTRICAL

TRANSMISSION ENGINEERS

PREFER

'KALINGA, "CONDUCTORS"
(Both Aluminium & Copper)

WHY ?

It is pure, safer and of high standard. Moreover quick delivery period is to their delight.

Execution of their Projects is safe with our quick supplying capacity.

Our Compliments to the Transmission Engineers:-

KALINGA CABLES (P) LTD.,
INDUSTRIAL ESTATE,
CUTTACK-3 (Orissa).

INDIAN EXPRESS

Published from

**Delhi, Bombay, Madras, Vijayawada,
Madurai and Chittoor**

Largest combined sales among
all Daily Newspapers in India
Over 3,25,000 copies per day



SUNDAY STANDARD

Sunday Edition of the

INDIAN EXPRESS

Total Circulation exceeds 3,20,000 copies

**Express Building, B. Shah Zafar Marg,
NEW DELHI**

PRESS MEDIA

Andhra Pradesh

DAILY NEWSPAPERS

English

DAILY NEWS

English ; 7 P ; Add. 5-8-210, Opp. Nampally Railway Station, Hyderabad (A.P.) ; Grams : DAILY NEWS.

Ad. Rates On application.

Mech. Data Pages 4 to 8 ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c. l. .50 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. V. B. Raju ; Pubd. by P. Sarveshwar Rao ; Policy : Nationalist.

Cir. PR 2064.

DECCAN CHRONICLE

ABC English Morning ; 10P ; Add. 36 Sarojini Devi Rd., Secunderabad (A.P.) ; Grams : CHRONICLE ; Phones 72244, 74803.

Ad. Rates Display ads. upto 249 cms. Rs. 3.60 s.c.cm. ; Contract 250 cms. & over Rs. 2.80 s.c.cm. ; Govt., Company Notices, Prospectuses, etc. (min. space 3 cms.) Rs. 4 s.c.cm. ; Ear Panels Rs. 25 per panel ; Spl. pos. Front Pg. (min. 15 cms. x 2 cols.) 75% extra ; Front Pg. solus (min. 20 cms. x 3 cols.) 100% extra ; Combined rates with ANDHRA BHOOMI (A.P. Lang. Dly.) upto 249 cms. Rs. 4.40 s.c.cm. ; Contract 250 cms. & over Rs. 3.60 s.c.cm.

Mech. Data Pages 8 ; Size Double Demy ; Print area 51 cms. x 40 cms. ; n.c. 8 ; c. l. 51 cms. ; c.w. 4.87 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1938 ; Ed. K. R. Pat-tabiram ; Ad. Mgr. D. N. Gupta ; Pubd. by K. R. Nandagopal & Partners ; Policy: Progressive non-party; Member: IENS.

Cir. PR 12,287 Prov.

INDIAN EXPRESS

ABC English Morning (Sunday edn. known as SUNDAY STANDARD) ; (Week-days) 10P ; (Sundays) 20P ; Southern edn. pubd. simultaneously from 4 centres : Chittoor & Vijayawada (A.P.), Madras & Madurai (Md.) ; Add. Gandlapalli, Chittoor (A.P.) ; Phone 160.

(For other details see INDIAN EXPRESS under Madras, English Dailies).

Language

ANDHRA BHOOMI

Telugu Morning ; 7P ; Add. 36 Sarojini Devi Rd., Secunderabad (A.P.) ; Phone 74003.

Ad. Rates Upto 249 cms. Rs. 1.60 s.c. cm. ; Contract 250 cms. & over Rs. 1.20 s.c.cm. ; Company & other Public Notices Rs. 4 s.c. cm. ; For combined rates with DECCAN CHRONICLE (A.P. Eng. Dly.) see under that heading.

Mech. Data Pages 6 ; Size Demy ; Print area 51 cms. x 40 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.87 cms. ; Screen 55 to 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. Gora Shastri ; Ad. Mgr. D. N. Gupta ; Pubd. by K. R. Nandagopal & Partners ; Policy: Nationalist.

Cir. 8,000 Cc (PR 5,373).

ANDHRA JANATHA ABC
Telugu Morning ; 7P ; Add. Gandhi
Bhavan, Mukarramjahi Rd., Hyderabad
(A.P.) ; Grams : JANATA ; Phone
41950.

Ad. Rates Casual Display Rs. 1.60 s.c.
cm. ; Contract 250 cms. & over Rs.
1.20 s.c.cm. ; Entertainment Re. 1 s.c.
cm. ; Front Pg. 50% extra ; Solus pos.
100% extra ; Company Prospectuses,
Govt., Municipal, Legal Notices, etc.
Rs. 2.40 s.c. cm. ; Front Pg. Ear Panels :
Casual Rs. 12 per panel, Contract
52 panels & over Rs. 10 per panel.

Mech. Data Pages (weekdays) 4,
(Sundays) 6 ; Size 58 cms. x 44 cms. ;
n.c. 8 ; c.l. 51 cms. ; c.w. 4.86 cms. ;
Screen 65 ; Mats & Stereos accepted.

Gen. Inf. Estd. 1955 ; Ed. K. S. Subrah-
manyam ; Ad. Mgr. P. Chander Rao ;
Pubd. by Janatha Trust ; Policy :
Nationalist.

Cir. PR 3,910 Prov.

ANDHRA JYOTI ABC
Telugu Morning ; 7P ; Add. Andhra
Jyoti Bldgs., P.O. Box No. 334, Bunder

Rd., Vijayawada-2 (A.P.) ; Grams :
JYOTI ; Phones 1343 & 1266.

Ad. Rates Display ads. upto 250 cms.
Rs. 3.20 s.c.cm. ; Contract 250 cms.
& over Rs. 2.40 s.c.cm. ; Prospectuses
Rs. 4.80 s.c.cm. ; Company Notices,
Chairman's Speech, etc. Rs. 3.60 s.c.
cm. ; Shipping Rs. 3.20 s.c.cm. ; Ear
Panels (9 cms. x 5 cms.) 1 to 25 panels
Rs. 30 per panel ; 26 panels and over
Rs. 25 per panel ; Spl. pos. Front Pg.
(min. 20 cms. x 2 cols., max. 25 cms.
x 4 cols.) 100% extra ; Leader Pg. (min.
15 cms. x 2 cols., max. 20 cms. x 3 cols.)
50% extra ; Ads. in languages other
than Telugu 100% extra.

Mech. Data Pages (weekdays) 6, (Sun-
days) 8 ; Size 57 cms. x 43 cms. ; Print
area 53 cms. x 38 cms. ; n.c. 8 ; c.l. 53
cms. ; c.w. 4.78 cms. ; Screen 65 ;
Mats and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. Narla Ven-
kateswara Rao ; Ad. Mgr. V. V. Ragh-
avaiah ; Pubd. by Andhra Printers Ltd. ;
Policy : Nationalist ; Member : IENS.

Cir. ABC (Jan.-June '64) 16,902.
(PR 19,431 Prov.)

TO PROMOTE YOUR SALES ALWAYS CHOOSE

"THE DECCAN CHRONICLE"

Largest Selling English Daily published from the

Capital of Andhra Pradesh

AND

"ANDHRA BHOOMI"

Capital Telugu Daily of Andhra Pradesh

36, Sarojini Devi Road
SECUNDERABAD
Phones : 72244 & 74803

The twin media of greater
Hyderabad, Serving for the
Welfare and the Well-being
of 35 million Andhras

ANDHRA PRABHA ABC
Telugu Morning ; 8P ; Pubd. simultaneously from Vijayawada (A.P.) & Madras (Md.) ; Add. Besant Rd., Gandhinagar, Vijayawada-3 (A.P.) ; Grams : ANDHRAPRABHA ; Phones 1015, 1097 ; Head Office : Express Estate, Mount Rd., Madras-2 (Md.).

Ad. Rates Display: Casual Rs. 7 s.c.cm. ; Contract 250 cms. & over Rs. 5.60 s.c.cm. ; Front Pg. (min. 5 cms. x 2 cols.) 50% extra, Solus pos. (min. 25 cms. x 3 cols.) 100% extra ; Company Prospectuses & Announcements Rs. 8 s.c.cm. ; Reports & Notices of Company Meetings, Balance Sheets etc. Rs. 7 s.c.cm. ; Colour ads. Black & 1 extra colour 50% extra, Black & 2 extra colours 75% extra, Black & 3 extra colours 100% extra ; Front Pg. ad. will be charged 25% extra on the above rates ; Classified Rs. 1.50 per line (min. 4 lines) ; Extra charge of Re. 1 per insertion will be levied for Box No. ; Front Pg. Ear Panels (8 cms. x 4 cms.) Casual Rs. 75 per panel, Contract 26 & over Rs. 60 per panel ; ads. in languages other than Telugu will be accepted on payment of 100% extra.

Mech. Data Size 42 cms. x 58 cms. ; Print area 53 cms. x 38.96 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.48 cms. ; Screen 60 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1935 ; Ed. Neelam Raju Venkateshiah ; Ad. Mgr. W. S. Srinivasan ; Policy : Nationalist ; Member : IENS & AINEC.

Cir. ABC (Jan.-June. '64) 73,735. (PR 64,745).

ANGARAY DAILY

Urdu Morning ; 10P ; Add. Vinayak Rao Bldg., Moazzamjahi Market, Hyderabad (A.P.) ; Grams : ANGARAY ; Phone 41539.

Ad. Rates Casual Rs. 1.60 s.c.cm. ; Contract upto 750 cms. Rs. 1.20 s.c.cm. ; 751 cms. & over Re. 1 s.c.cm. ; Front Pg. 100% extra ; Govt. and other Notices etc. Rs. 2 s.c. cm.

Mech. Data Pages 6 ; Size 75 cms. x 50 cms. ; Print area 45 cms. x 35 cms. ; n.c. 7 ; c.l. 45 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

No planning is complete without proper statistics !

8880.....this was our Circulation in 1964 duly authenticated by the Audit Bureau of Circulations.

The Siasat Daily

Jawaharlal Nehru Road,
HYDERABAD-I. (A. P.)

- ★ The only Urdu Daily of Andhra Pradesh which is a member of the A. B. C.
- ★ It is a paper of the South having large circulation in Andhra Pradesh, Mysore and Maharashtra and is distributed through a net-work of over 100 agencies.
- ★ It is a family newspaper read in every home.
- ★ Daily 8 pages.
- ★ Films, Sports and Women page a regular feature.

Gen. Inf. Estd. 1954 ; Ed. & Pub. Moin Farooqui ; Ad. Mgr. Ayub Kamal ; Policy : Pro-Govt.

Cir. 5,410 Cc (PR 1,00. Prov.)

DAILY MILAP

Urdu Morning ; 13 P ; Add. Mukaram-jahi Rd., Hyderabad (A.P.) ; Grams MILAP ; Phone 4402.

Ad. Rates Casual Display Rs. 1.60 s.c. cm. ; Public Notices Rs. 2 s.c. cm. ; Contract 250 to 499 cms. Rs. 1.25 s.c. cm. ; 500 cms. & over Re. 1 s.c. cm. ; Ear Panels (7 cms. x 5 cms.) 1 to 35 panels Rs. 20 per panel, 36 to 51 panels Rs. 15 per panel, 52 panels & over Rs. 10 per panel ; F. Pg. 100% extra, other Spl. pos. 50% extra ; Combined rates for all edns. see MILAP under Delhi, Language Dailies.

Mech. Data Pages 8 ; Size 50 cms. x 38 cms. ; Print area 46 cms. x 35 cms. ; n.c. 7 ; c.l. 46 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks, Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1923 ; Ed. & Pub. Yudhvir ; Mgr. D. N. Bhanot ; Policy : Nationalist Progressive.

Cir. 4,600 Cc (PR 4,178).

ADVERTISEMENT

A statement by the Publisher

Daily Milap, Hyderabad, is the only Urdu daily of Andhra Pradesh published by Photo offset, publishing four illustrated editions every week. It enjoys highest readership and is the only Urdu daily which is popular among all castes and creeds.

GOLKONDA PATRIKA

Telugu Morning ; 7P ; Add. A-9-820 Hyderaguda, Hyderabad (A.P.).

Ad. Rates Display Casual Rs. 1.60 s.c. cm. ; Contract 250 cms. & over Rs. 1.20 s.c. cm. ; Entertainment Re. 1 s.c. cm. ; Ear Panels Rs. 12 per panel ; Front Pg. 50% extra ; Solus 100% extra ; Legal Notices, Company Prospectuses, Govt. & Quasi Govt. Notifications (These do not come under contract) Rs. 2.80 s.c.cm.

Mech. Data Size 56.25 cms. x 43.5 cms. ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 5 cms. ; Screen mounted 65 ; Stereos and Blocks accepted.

Gen. Inf. Estd. 1947 ; Ed. N. Narotham Reddy ; Pubd. by Golkonda Publications Ltd. ; Policy : Nationalist.

Cir. 7,000 Cc (PR 3,942).

SAMACHARAM

Telugu Morning ; 3P ; Add. P.O. Box No. 33, Rajahmundry (A.P.)

Ad. Rates On application.

Mech. Data Size 37.50 cms. x 25 cms.

Gen. Inf. Estd. 1956 ; Ed. & Pub. Gandham Sitaramanjaneyuul ; Ad. Mgr. I. Ramamurthy ; Policy : Independent.

Cir. 4,000 Cc (PR Not Available).

SIASAT DAILY

ABC Urdu Morning ; 13P ; Add. P.O. Box No. 197, Jawaharlal Nehru Rd., Hyderabad (A.P.) ; Grams : SIASAT ; Phone 44180.

Ad. Rates Casual Rs. 1.50 s. c. cm. ; Contract Rs. 1.20 s.c.cm. ; Public Notices etc. Rs. 2 s.c. cm.

Mech. Data Pages 8 ; Size 50 cms. x 27.5 cms. ; Print area 48 cms. x 35 cms. ; n.c. 7 ; c.l. 48 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. Abid Ali Khan ; Ad. Mgr. Mir Khursheed Ali ; Policy : Nationalist ; Member : ILNA & AINEC

Cir. ABC (July-Dec. '64) 8,880. (PR 8,335)

VISALAANDHRA

ABC Telugu Morning ; (weekdays) 8P, (Sundays) 13P ; Add. P.O. Machavaram, Vijayawada-4 (A.P.) ; Grams : VISA-LANDRA ; Phones 376, 39.

Ad. Rates Casual Rs. 3 s.c.cm. (min. 2.5 cms. Rs. 7.50) ; Contract 125 cms. to 250 cms. Rs. 2.60 s.c. cm. ; 251 cms. & over Rs. 2.20 s.c. cm. ; Public & Govt. Notices, etc. Re. 1 per line (min. Rs. 5) ; Spl. pos. Front Pg. 50% extra (min. 2 cols. x 5 cms., max. 8 cols. x 25 cms.) ; Ear Panels (9 cms. x 7 cms.) ; Casual

Rs. 35 per insertion ; Contract 26 insertions & over Rs. 30 per insertion.

Mech. Data Pages 6 ; Size 58 cms. x 42 cms. ; Print area 52 cms. x 39.5 cms. ; n.c. 8 ; c.l. 52 cms. ; c.w. 4.7 cms. ; Screen 60 to 80 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1952 ; Ed. K. Rajagopal Rao ; Ad. Mgr. D. Babji ; Pubd. by Visalaandhra Vignana Samithi ; Policy : Nationalist ; Member : IENS & AINEC.

Cir. ABC (Jan.-June '64) 15,356. (PR 15,500 Prov.).

WEEK-END NEWSPAPERS

English

SUNDAY STANDARD ABC
English Sunday Paper ; (Daily edn. known as **INDIAN EXPRESS**) ; (weekdays) 10P ; (Sundays) 20P ; Southern edn. pubd. simultaneously from 4 centres : Chittoor & Vijayawada (A.P.), Madras & Madurai (Md.) ; Add. Gandlapalli, Chittoor (A.P.) ; Phone 160.

(For other details see **SUNDAY STANDARD** under Madras English Week-end Newspapers.)

CONSUMER PUBLICATIONS

WEEKLIES

Language

ARYA VEER
Urdu Weekly ; 13P ; Add. 14-2-509, Gosha Mahal, Hyderabad (A.P.).

Ad. Rates Re. 1 s.c.cm. flat rate.

Mech. Data Pages 8 ; Size 37.5 cms. x 25 cms. ; Print area 35 cms. x 23 cms. ; n.c. 4 ; c.l. 35 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. Gian Chand Verma ; Pub. (Mrs.) Leela Verma ; Policy : Progressive Nationalist.

Cir. (PR 500 Prov.).

GUNTURU PATRIKA

Telugu & English Bi-weekly—Wednesdays & Saturdays ; 10P ; Add. Patnam Bazar, Guntur-1 (A.P.) ; Phone 171.

Ad. Rates Rs. 1.20 s.c.cm. for commercial firms, Rs. 1.50 s.c.cm. for Govt., Quasi-Govt., Company Reports, Balance Sheets and Legal Notices.

Mech. Data Pages 10 ; Size 37 cms. x 22 cms. ; Print area 25 cms. x 20 cms. ; n.c. 4 ; c.l. 25 cms. ; c.w. 4.9 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd 1947 ; Ed. & Pub. Jamili Nammalwar ; Policy : Nationalist.

Cir. 1,900 (PR Not Available).

JAGRITI

Telugu Weekly—Mondays ; 25P ; Add. P.O. Box No. 363. Buckinghampet, P.O. Vijayawada-2 (A.P.) ; Grams : JAGRITI ; Phone 699.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract 251 cms. to 1,000 cms. Rs. 1.20 s.c.cm. ; 1,001 cms. & over Re. 1 s.c. cm.

Mech. Data Pages 16 ; Size 37.50 cms. x 25 cms. ; Print area 31.25 cms. x 21.25 cms. ; n.c. 4 ; c.l. 31.25 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. T. L. Narayana ; Ad. Mgr. V. Mahalingam ; Pubd. by Jagriti Prakashan Trust ; Policy : Independent National & Democratic.

Cir. 8,000 Cc (PR 6,513).

KRISHNA PATRIKA

ABC
Telugu Weekly—Saturdays ; 30P ; Add. B-11-20 Jambagh Rd., Hyderabad (A.P.).

Ad. Rates Casual Rs. 3 s.c.cm. ; Contract Rs. 2 s.c.cm.

Mech. Data Pages 32 ; Size 33 cms. x 25 cms. ; Print area 28 cms. x 20 cms. ; c.w. 5 cms. ; Screen 60 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1902 ; Ed. & Pub. M. Subrahmanya Sharma ; Policy : Nation-

alist General Illustrated Telugu weekly ;
Member : AINEC.

Cir. 7,200 Cc (PR 5,118).

PRAJA PATRIKA

Telugu Weekly; 7P ; Add. Danavaipeta,
Rajahmundry-3 (A.P.); Grams: PRAJA
PATRIKA.

Ad. Rates On application.

Mech. Data Pages 8 ; size 29 cms. x
22 cms. ; Print area 22.5 cms. x 19 cms. ;
n.c. 3 ; c.l. 22.5 cms. ; c.w. 6 cms. ;
Screen 85 ; Stereos accepted.

Gen. Inf. Estd. 1952 ; Ed. & Ad. Mgr.
B.B.G. Tilak ; Pub. B. Sivaramakavi ;
Policy : To promote welfare of the
State.

Cir. 4,000 Cc (PR 4,000).

SAPTAHIK HINDI MILAP

Hindi Weekly—Fridays ; 16P ; Add.
Mukarramjahi Rd., Hyderabad (A.P.) ;
Grams : MILAP ; Phone 4308.

Ad. Rates Casual Rs. 1.50 s.c. cm ;
250 cms. & over 90 P. ; Entertainment
ads. 50 P. s.c. cm. ; Ear Panels : 1 to
25 panels Rs. 15 per panel, 26 to 51
panels Rs. 12.50 per panel ; Public
Notices, Company Prospectuses, etc.
Rs. 2 s.c. cm. ; Front Pg. 50% extra.

Mech. Data Pages 10 ; Size 38 cms. x
51 cms. ; Print area 46 cms. x 35 cms. ;
n.c. 7 ; c.l. 46 cms. ; c.w. 5 cms. ;
Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929 ; Ed. Yudhvir ;
Ad. Mgr. (Miss) Jaswant Kaur ; Policy :
Progressive Nationalist ; Member :
AINEC & ILNA.

Cir. 1,800 Cc (PR 1,403).

UDAYINI

Telugu Weekly ; 6P ; Add. 27-5-15
Budhavarapu Vari St., Kakinada (Sou-
thern Railway, A.P.).

Ad. Rates Casual Re. 1 s.c. cm.; Contract
250 cms. & over 80 P s.c.cm.

Mech. Data Pages 4 ; Size 37.5 cms. x
25 cms. ; Print area 32 cms. x 22.5
cms.; n.c. 4; c.l. 32 cms. ; c.w. 5 cms. ;
Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. & Pub. T.
Ramachandra Rao ; Policy : Indepen-
dent.

Cir. 1,000 Cc (PR 775).

VAHINI WEEKLY

Telugu Weekly ; 15P. Add. Hanumanpet,
Vijayawada-3 (A.P.) ; Grams : FREE-
DOM ; Phone 1091.

Ad. Rates On application.

Mech. Data Pages 10 to 12 ; Size 44 cms.
x 28 cms. ; Print area 36 cms. x 25 cms. ;
n.c. 5 ; c.l. 36 cms. ; c.w. 5 cms. ;
Screen 80 ; Blocks and Stereos accep-
ted.

Gen. Inf. Estd. 1936 ; Ed. & Pub. G.
Umamaheshwara Rao ; Ad. Mgr. G. V.
Nadham ; Policy : Swatantra Party.

Cir. Not available.

ZAMIN RYOT

Telugu Weekly ; 20P ; Add. Nellore
(A.P.) ; Grams : ZAMIN RYOT ;
Phone 54.

Ad. Rates Flat rate of Rs. 1.60 s.c.cm.

Mech. Data Pages 12 ; Size 28.5 cms. x
45 cms. ; Print area 38.5 cms. x 25 cms.
n.c. 5 ; c.l. 38.5 cms. ; c.w. 5 cms. ;
Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1930 ; Ed. N. Sreerama
Murthy ; Ad. Mgr. T. Parthasarthy ;
Pubd. by Zamin Ryot Trust ; Policy :
Supporting "ryots" (peasants).

Cir. (PR 2,216).

ADVERTISEMENT

A Statement by the Publisher

Zamin Ryot, founded in 1930 with the
aim of working for the abolition of
zamindari system, has been a potent
voice of Andhra Ryots. Towards this
goal it achieved a symbolic success.
It also played a glorious role in the Na-
tional Freedom struggle.

It is a trust-managed independent News
Weekly, published from Nellore, an
important district headquarter in An-
dhra Pradesh. Its wide news coverage

has earned it a name in mofussil journalism. An authority on local affairs, it carries its wide perspective of News world with a sincerity of purpose throughout the Nellore district and enjoys high public respect and trust.

OTHER PERIODICITIES

English

TRIVENI

English Quarterly ; yearly subs. Rs. 6 ; Add. P.O. Box No. 15, Masulipatam (A.P.) ; Grams : TRIVENI ; Phone 7.

Ad. Rates Casual F. Pg. Rs. 100 H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion ; 2nd & 3rd covers Rs. 150 each, 4th cover Rs. 200 per insertion.

Mech. Data Pages 80 to 100 ; Size (Royal Octavo) 25 cms. x 19.25 cms. ; Print area 19. cms x 16.75 cms. ; n.c. 1 ; Screen 60 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1928 ; Eds. K. Ramakotishwara Rau & M. Sivakamayya ; Ad. Mgr. B. N. Rau ; Pub. Bhavaraju Narasimha Rau ; Policy : Promotion of art, literature & culture.

Cir. 1,500 Cc (PR Not Available).

Language

ARSI

Hindi Monthly ; 50P ; Add. 2 Walker Town, Secunderabad (A.P.).

Ad. Rates F. Pg. Rs. 120 per insertion.

Mech. Data Pages 40 to 48 ; Size 25 cms. x 19 cms. ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952 ; Ed. & Pub. (Mrs.) Leila Prakash ; Policy : Ladies' Magazine.

Cir. PR 943.

BALA BANDHU

Telugu Fortnightly ; 20P ; Add. 787 Turrebazzhan Rd., Hyderabad-1 (A.P.).

Ad. Rates Last cover Rs. 150 ; Second & Third covers Rs. 125 ; Ord. F. Pg.

Rs. 100 ; H. Pg. Rs. 50 ; Colour ads. (available only on cover pages) 25% extra per colour ; 25% concession given on half yearly and yearly contracts.

Mech. Data Pages 32 ; Size 22 cms. x 15 cms. ; Print area 20 cms. x 13 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 6 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. Ch. Acharya ; Ad. Mgr. B. P. Rajulu ; Policy : Children's Journal.

Cir. 15,600 Cc. (PR 5,826).

BOMMALABASTI

Telugu Fortnightly ; 12 P ; Add. Ellore Rd., Vijayawada-4 (A.P.).

Ad. Rates Casual Rs. 2.20 s.c.cm. ; Contract Rs. 1.80 s.c.cm. ; F. Pg. Rs. 150, H. Pg. Rs. 80 per insertion ; Colour Ads. one additional colour 25% extra, 2 additional colours 50% extra, 3 additional colours 75% extra.

Mech. Data Pages 6 ; Size 35 cms. x 31.25 cms. ; Print area 31.25 cms. x 21.25 cms. ; n.c. 4 ; c.l. 31.25 cms. ; c.w. ; 5 cms. Blocks & Stereos accepted.

Gen. Inf. Estd. 1951 ; Ed. & Pub. V. Ramakotaiah ; Policy : General.

Cir. PR 2,000.

PRAGATI

Telugu Fortnightly ; 12P. (yearly subs. Rs. 4) Add. Ellore Rd., Vijayawada-4 (A.P.).

Ad. Rates Casual Rs. 2.20 s.c. cm. ; Contract Rs. 1.80 s.c.cm. ; F. Pg. Rs. 150, H. Pg. Rs. 80 per insertion ; Colour ads. one additional colour 25% extra, 2 additional colours 50% extra, 3 additional colours 75% extra.

Mech. Data Pages 6 ; Size 35 cms. x 31.25 cms. ; Print area 31.25 cms. x 21.25 cms. ; n.c. 4 ; c.l. 31.25 cms. ; c.w. 5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. & Pub. V. Ramakotaiah ; Policy : General Interest.

Cir. PR 2,000.

**you'll
shave
so
comfortably
close**

with Palmolive

The special beard-softening ingredients which go into Palmolive Shaving Cream—Lather or Brushless—make every Palmolive Shave closer... cleaner. Every shave with Palmolive, containing skilfully blended oils, leaves your face smooth and cool... gives that feeling of *luxurious* comfort and that well-groomed appearance which always goes with success!

Shaves are
closer — extra
comfort for
tender skin.



No brush!
No fuss —
quicker,
cleaner shaves!

PALMOLIVE—THE CHOICE OF SUCCESSFUL MEN EVERYWHERE!

PLBS.G.5

Assam

DAILY NEWSPAPERS

English

ASSAM TRIBUNE ABC
English Morning ; 14P ; Add. Tribune
Bldgs., P.O. Assam Tribune, Gauhati
(As.) ; Grams : TRIBUNE ; Phones
99 & 172.

Ad. Rates 1 to 149 cms. Rs. 3.20 s.c. cm ;
Contract 150 cms. & over Rs. 2.40 s.c.
cm. ; Govt., Railway, Municipal, Local
Board, Notices etc. Rs. 3.20 s.c.cm. ;
Spl. pos. Front Pg. (min. 10 cms. x
2 cols., max. 25 cms. x 4 cols.) 50%
extra ; Front Pg. solus 100% extra ;
Reader ads. 25% extra ; Top of editorial
Pg. (min. 8 cms. x 1 col., max. 15 cms.
x 1 col.) 50% extra ; Ear Panels ; Front
Pg. (5 cms. x 5 cms.) Rs. 18 per panel,
Back Pg. (9.5 cms. x 4.5 cms.) Rs. 15
per panel.

Mech. Data Pages 8 ; Size 58 cms. x
43 cms. ; Print area 56 cms. x 38.80 cms. ;
n.c. 8 ; col. 56 cms. ; c.w. 4.85 cms. ;
Screen 65 to 85 ; Mats and Stereos accep-
ted.

Gen. Inf. Estd., 1938 ; Ed. S. C. Kakati ;
Ad. Mgr. S. Banerjee ; Pubd. by R. G.
Baruah & Partners ; Policy : Indepen-
dent ; Member : IENS.

Cir. ABC (Jan.-June '64) 13,689.
(PR 14,286)

FRONTIER TIMES

English Morning ; 10P ; Add. 26-C
Cantonment, Shillong (As.) ; Grams :
FRONTIER ; Phone 437.

Ad. Rates Ord. pos. 2.5 cms. to 125 cms.
Rs. 2 s.c. cm. ; 126 cms.s & over Rs.
1.80 s.c. cm. ; Prospectuses, Announce-
ments and Notices etc. Rs. 3 s.c.cm. ;

Front Pg. panels (5 cms. x 5 cms.)
1 to 12 insertions Rs. 12 per panel ; Con-
tract 13 panels & over Rs. 10 per panel ;
Spl. pos. Front Pg. (min. 8 cms. x 2 cols.,
max. 25 cms. x 4 cols.) 100% extra ;
Editorial (10 cms. x 1 col.) 50% extra.

Mech. Data Pages 4 ; Size 58 cms. x
45 cms. ; Print area 52 cms. x 40.5 cms. ;
n.c. 8 ; c.l. 52 cms. ; c.w. 5 cms ;
Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1961 ; Ed. P. K. Chau-
dhury ; Asstt. Ed. Ranjit Naug ; Pubd.
by The Frontier Times Industrial Co-
operative Society Ltd., ; Policy : In-
dependent.

Cir. 3,187 Cc (PR 3,440 Prov.)

Language

NATUN ASAMIYA ABC
Assamese Morning ; 16 P ; Add. P.O.
Bharalumukh, Gauhati (As.) ; Grams :
RAMDHENU ; Phone 169.

Ad. Rates 1 to 125 cms. Rs. 2.80 s.c. cm. ;
126 cms. & over (min. 3 cms.) Rs. 2
s.c.cm. ; Ear Panels : Front Pg. (5 cms. x
5 cms.) 1 to 25 panels Rs. 12 per panel,
Contract 26 panels & over Rs. 10 per
panel ; Back Pg. (8.7 cms. x 3 cms.)
1 to 25 panels Rs. 10 per panel, Contract
26 panels & over Rs. 8 per panel ; Spl.
pos. Front Pg. (min. 10 cms. x 2 cols.,
max. 25 cms. x 4 cols.) 50% extra ; Solus
pos. 100% extra ; Top cols. 25% extra.

Mech. Data Pages 6 to 8 ; Print area 50
cms. x 40 cms. ; n.c. 8 ; c.l. 50 cms. ;
c.w. 4.87 cms. ; Screen 55 to 85 ; Mats
and Stereos accepted.

Gen. Inf. Estd. 1949 ; Ed. H. N. Baruah ;
Policy : Independent ; Member : IENS,
ILNA & AINEC.

Cir. ABC (Jan.-June '64) 6,168 (PR 7,020)

CONSUMER PUBLICATIONS

WEEKLIES**English****SHILLONG TIMES**

English Weekly—Saturdays, 12P ; Add. Rilbong, Shillong (As.) ; Grams : TIMES ; Phone 488.

Ad. Rates 1 to 149 cms. Rs. 2 s.c.cm. ; Contract 150 cms. & over Rs. 1.60 s.c. cm. ; Public and Govt. Notices etc. Rs. 2.40 s.c.cm.

Mech. Data Pages 8 ; Size 37.5 cms. x 25 cms. ; Print area 36 cms. x 20 cms. ; c.l. 36 cms. ; c.w. 5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1945 ; Ed. & Pub. P. N. Chaudhuri ; Ad. Mgr. A. Chaudhuri ; Policy : Independent.

Cir. PR 1,995.

YOUNG INDIA

English Weekly ; 12P ; Add. Brooklands, Shillong (As.) ; Grams : YOUNG-INDIA ; Phone 732.

Ad. Rates Flat Rate Re. 1 s.c.cm.

Mech. Data Pages 4 ; Size Demy-half ; Print area 42 cms. x 25 cms. ; n.c. 4 ;

c.l. 42 cms. ; c.w. 5.9 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. (Prof.) Kapila Chatterji ; Ad. Mgr. M. Chakravarti ; Pub. (Mrs.) Sunanda Devi Chatterji ; Policy : Nationalist ; Member : AINEC.

Cir. Not Available

Language**ASAM BANI**

Assamese Weekly ; 25P ; Add. Tribune Bldgs., P.O. Assam Tribune, Gauhati (As.) ; Grams : ASAMBANI ; Phone 172.

Ad. Rates Ord. pos. 1 to 149 cms. ; Rs. 3.60 s.c.cm. ; Contract 150 cms. & over Rs. 2.80 s.c.cm. ; Reader ads. 25% extra (min. space accepted 3 cms. x 1 col.).

Mech. Data Pages 24 ; Size 43 cms. x 30 cms. ; Print area 37 cms. x 24.20 cms. ; n.c. 5 ; c.l. 37 cms. ; c.w. 4.85 cms. ; Screen 65 to 85 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1955 ; Ed. S. C. Kakati ; Ad. Mgr. B. Deka ; Pubd. by R. G. Baruah & Partners ; Policy : Independent & Progressive ; Member : IENS.

Cir. ABC (Jan.-June '64) 32,373. (PR 34,425)

The Assam Tribune

Oldest English Daily in North Eastern India

And

Assam Bani

(Assamese Weekly)

One of the largest circulated Weekly Newspapers in India

Members : A.B.C. & I.E.N.S.

H.O. Tribune Buildings,

P.O. ASSAM TRIBUNE, GAUHATI.

JANASHAKTI
Bengali Weekly—Wednesdays ; 12P ;
Add. Silchar (As.) ; Grams : JANA-
SHAKTI ; Phones 188, 248.

Ad. Rates Casual Rs. 1.50 s.c. cm. ;
100 cms. to 249 cms. Rs. 1.25 s.c. cm. ;
250 cms. & over Re. 1 s.c. cm. ; Public
Notices etc. Rs. 1.50 s.c. cm.

Mech. Data Pages 4 ; Size 36 cms. x
51 cms. ; Print area 33.5 cms. x 46 cms. ;
n.c. 6 ; c.l. 46 cms. ; c.w. 5.6 cms. ;
Screen 80 ; Blocks and Stereos accep-
ted.

Gen. Inf. Estd. 1921 ; Ed. N. Gupta ;
Ad. Mgr. G. Roy ; Pubd. by Shakti
Press, Silchar ; Policy : Independent.

Cir. 4,600 Cc (PR 1,984)

JANMABHUMI
Assamese Weekly—Thursdays ; 15 P ;
Add. Nehru Park Rd., Jorhat (As.) ;
Grams : JANMABHUMI ; Phones 33,
170.

Ad. Rates Ord. pos. 125 cms. Rs. 2.50
s.c. cm. ; Contract 126 cms. & over Rs.
2 s.c. cm. ; Govt., Legal, Prospectuses,
other Public Notices Rs. 2 s.c. cm. ;
Spl. pos. Front Pg. (min. 10 cms. x 2 cols.
max. 25 cms. x 3 cols.) 50% extra ;
Other guaranteed positions 25% extra ;
Ear Panels (7.5 cms. x 5 cms.) Rs. 12
per panel.

Mech. Data Pages 8 Size 55 cms. x
45 cms. ; Print area 51 cms. x 40 cms. ;
n.c. 8 ; c.l. 51 cms. ; c.w. 4.85 cms. ;
Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. T. N. Sharma ;
Ad. Mgr. B. Baruah ; Pub. D. N. Phu-
kan ; Prop. K. Ch. Sharma ; Policy ;
Nationalist.

Cir. 9,800 Cc (PR 9,888)

JUGASAKTI
Bengali Weekly ; 12P ; Add: P.O. Karim-
ganj, Dist. Cachar (As.) ; Grams :
JUGASAKTI.

Ad. Rates 1st insertion Rs. 1.50 s.c. cm. ;
2nd insertion Rs. 1.40 s.c. cm. ; 3rd inser-
tion Rs. 1.30 s.c. cm. ; 4th insertion
Rs. 1.20 s.c. cm. ; per insertion ; Spl.
rates for standing contracts on applica-
tion.

Mech. Data Pages 6 ; Size 37.5 cms. ;
x 25 cms. ; Print area 32 cms. x 22.8 cms.
n.c. 4 ; c.l. 32 cms. ; c.w. 5.7 cms. ;
Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1936 ; Ed. & Pub. B. B.
Choudhury ; Policy : Independent.

Cir. 4,126 Cc (PR 4,180 uncertified)

PURVA JYOTI
Hindi Weekly ; 20 P ; Add. Fancy
Bazar, Gauhati (As.) ; Grams : PUR-
VAJYOTI ; Phones 352 & 286.

Ad. Rates Display ads : Ord. pos. last
cover Rs. 250, F. Pg. Rs. 150 ; H. Pg.
Rs. 80 (25% discount is allowed if
booked for 10 weeks continuously) ;
Contract 150 cms. & over Rs. 1.25
s.c. cm. ; 300 cms & over Re. 1 s.c. cm. ;
Casual : Rs. 2 s.c. cm. ; Spl. pos. Front
Pg. 100% extra (min. 8 cms. x 2 cols.

NATUN ASAMIYA

Only Assamese Daily

The only daily newspaper in Assamese language — reaches hundreds of
homes every morning. Member of I.E.N.S., A.B.C., I.L.N.A. & A.I.N.E.C.
Now in its Sixteenth year.

RAMDHENU

Leading Assamese Monthly.
Now in its Seventeenth year.
Member of A.B.C.

OOROLI

First Assamese Fortnightly
for Women.

P.O. Bharalumukh, Gauhati, Assam.

& max 15 cms. x 2 cols) ; last cover Pg. 50% extra : Ear panel Front Pg. (6 cms. x 5 cms.) Rs. 10 per panel ; Back Pg. (5 cms. x 5 cms.) Rs. 8 per panel.

Mech. Data Pages 12 ; Size 37.5 cms. x 25 cms. ; Print area 32 cms. x 20 cms. ; n.c. 4 ; c.l. 32 cms. ; c.w. 5 cms. ; Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. & Pub. Chhagan Lal Jain ; Ad. Mgr. P. Jha ; Policy : Independent.

Cir. 2,700 Cc (PR 3,133 uncertified).

SADINIYA NAVAYUG

Assamese Weekly : Wednesdays ; 50P ; Add. Panbazar Gauhati (As.) ; Grams : NAVAYUG ; Phone 1209.

Ad. Rates Casual Rs. 2.75 s.c.cm. ; (min. 3 cms.) ; 1st cover (only $\frac{1}{2}$ Pg.) 1 colour Rs. 250, 2 colours Rs. 350 per insertion ; 2nd cover F. Pg. Rs. 300 (1 colour) ; Rs. 400 (2 colours) ; H. Pg. Rs. 175 (1 colour), Rs. 225 (2 colours) ; 3rd cover F. Pg. Rs. 275 (1 colour), Rs. 350 (2 colours) ; H. Pg. Rs. 150 (1 colour), Rs. 200 (2 colours) per insertion ; 4th Cover F. Pg. Rs. 350 (1 colour), Rs. 450 (2 colours), H. Pg. Rs. 200 (1 colour), Rs. 250 (2 colours) per insertion ; Ord. Pg. (1 colour) F. Pg. Rs. 125, H. Pg. Rs. 70 per insertion.

Mech. Data Pages 48 ; Size 27.5 cms. x 21.5 cms. ; Print area 21 cms. x 16.5 cms. ; n.c. 3 ; c.l. 21 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks, Stereos Mats, and designs accepted.

Gen. Inf. Estd. 1963, ; Ed. B. Bhat-tacharjee ; Ad. Mgr. P. Sen Gupta ; Policy : Independent.

Cir. 9,800 Cc.

WEEKLY BISWA-DUT PATRIKA

Assamese & Bengali Weekly—Mondays ; 15 P ; Add. D. K. Rd., Dhubri (As.) ; Grams : BISWADUT.

Ad. Rates Ord. pos. Rs. 1.60 s.c.cm. flat ; Cover Rs. 2.40 s.c.cm. ; Lower column Rs. 2 s.c.cm. ; Editorial Pg. Rs. 2 s.c.cm.

Mech. Data Pages 8 ; Print area 30 cms. x 17 cms. ; n.c. 3 ; c.l. 30 cms. ;

c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954, Ed. & Pub. M. A. Rehman Firuzi ; Ad. Mgr. M. A. Hamid ; Policy : Nationalist.

Cir. 16,000 Cc (PR Not Available)

OTHER PERIODICITIES

Language

DEEPAK

Assamese Monthly ; 50P ; (yearly subs. Rs. 6) ; Add. Ujanbazar, Gauhati (As.) ; Grams : DEEPAK ; Phone 711.

Ad. Rates Casual F. Pg. Rs. 60 ; H. Pg. Rs. 35 Qr. Pg. Rs. 20 per insertion ; Contract F. Pg. Rs. 40, H.Pg. Rs. 25, Qr. Pg. Rs. 15 per insertion ; Casual 2nd cover Rs. 80, Contract Rs. 60 ; Casual 3rd cover Rs. 70, Contract ; Rs. 50 ; Casual 4th cover Rs. 90, Contract Rs. 70.

Mech. Data Pages 52 ; Print area 20.32 cms. x 13.97 cms. ; n.c. 2 ; c.l. 20.32 cms. ; c.w. 6.97 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. G. K. Talukdar ; Ad. Mgr. & Pub. P. K. Talukdar ; Policy : Educative Family Magazine.

Cir. 6,712 Cc (PR 6,571).

MANIDEEP

Assamese Monthly ; Re. 1, Annual Subs. Rs. 10 ; Add. Dr. Jyotish Das Rd., Gauhati (As.).

Ad. Rates Casual F. Pg. Rs. 95 H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion ; Contract F. Pg. Rs. 80, H. Pg. Rs. 40, Qr. Pg. Rs. 20 per insertion ; Casual 2nd cover Rs. 120 ; 3rd cover Rs. 120 ; Last cover Rs. 150 per insertion ; Contract 2nd cover Rs. 100, 3rd cover Rs. 120, Last cover Rs. 135 per insertion.

Mech. Data Pages 80 ; Size 24 cms. x 18 cms. ; Print area 18.5 x 15.24 cms. ; n.c. 2 ; c.l. 18.5 cms. ; c.w. 7.5 cms. ;

Gen. Inf. Pub. Gauhati Press Private Limited ; Ed. M. Bora, Ad. Mgr. D. Das.

Rs. 45, Qr. Pg. Rs. 25 per insertion ; Casual Last cover Rs. 130, Contract for 12 insertions or over Rs. 100 per insertion.

Cir. 5,030 Cc (PR Not Available)

RAMDHENU

Assamese Monthly ; Re. 1 : Add. Gauhati (As.) ; Grams : RAMDHENU ; Phone 1090.

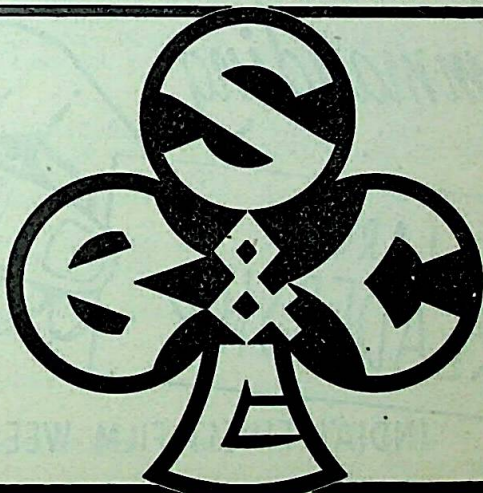
Mech. Data Pages 104 ; Size 20 cms. x 17.5 cms. ; Print area 18.5 cms. x 15 cms ; n.c. 2 ; c.l. 18.5 cms. ; c.w. 7 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Ad. Rates Upto 125 cms. Rs. 4 s.c.cm. ; 126 cms. & over Rs. 3 s.c.cm. ; Casual F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 40 per insertion ; Contract for 12 insertions or over F. Pg. Rs. 75, H. Pg.

Gen. Inc. Estd. 1949 ; Ed. R. Bhagatwati ; Ad. Mgr. M. Chaudhury ; Pubd. by Ramdhenu Press Pvt. Ltd.

Cir. 4,900 Cc (PR 4,207)

THE SYMBOL
OF THE HOUSE OF
SATME
STANDS FOR THE FINEST



BISCUITS, COCOA & CHOCOLATES

SBC-231 B

Year of
49th Publication

VISHWAMITRA

CALCUTTA • BOMBAY • KANPUR • PATNA



Commanding



LARGEST
READERSHIP

INDIA'S FINEST FILM WEEKLY

CINE ADVANCE

CALCUTTA • BOMBAY • DELHI

(West) Bengal

DAILY NEWSPAPERS

English

AMRITA BAZAR PATRIKA ABC
English Morning; 16P; Add. 14 Ananda
Chatterji Lane, Calcutta-3 (Ben.);
Grams : PATRIKA; Phone : 55-5231.

Advt. Rates Casual upto 150 cms. Rs. 15
s.c.cm.; Contract 151 cms. & over
Rs. 12.50 s.c.cm.; Prospectus Rs. 16
s.c.cm.; Reader ads. Rs. 16 s.c.cm.;
Display Classified Rs. 16 s.c.cm.; Panels:
Front Pg. casual Rs. 85; Contract for
52 panels Rs. 75; Front Pg. solus
(min. 20 cms. x 2 cols, max. 25 cms. x 2
cols) 100% extra; Pg. facing editorial
(solus) 25% extra (15 cms. x 3 cols to
25 cms. x 3 cols.); Editl. top (solus)
100% extra; Top of personal col. 25%
extra; Tie-up 50% extra; Picture Pg.
50% extra; Any other spl. pos. 50%
extra.

Mech. Data Pages 10 to 12; Size 59 cms.
x 41 cms.; Print area 54 cms. x 38.96
cms.; n.c. 8; c. 1.54 cms.; c.w. 4.87 cms.;
Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1868; Ed. Tushar Kanti
Ghosh; Ad. Mgr. M. L. Ganguli; Pubd.
by Amrita Bazar Patrika Pvt Ltd.;
Policy : Independent, Nationalist; Mem-
ber : IENS & AINEC.

Cir. ABC (Jan.-June '64) 1,00,654.
(PR 94,451).

HINDUSTHAN STANDARD ABC
English Morning; 16P; Add. 6, Sooterkin
Street, Calcutta-1 (Ben.); Grams :
HINDSTAND; Phone : 23-2283 (7
lines) 23-8541 (5 lines) Telex Calcutta
021321.

Ad. Rates Upto 149 cms. Rs. 7 s.c.cm.;
150 cms, & over Rs. 6 s.c.cm.; Reader

Ads., Chairman's Speeches Rs. 10
s.c.cm.; Prospectuses Rs. 10 s.c.cm.;
Spl. pos. Editl. top (max 10 cms. x 1 col.)
50% extra, Front Pg. (min. 10 cms. x 2
cols.) 50% extra; Ear Panels : Front
Pg. (3.80 cms. x 5.70 cms.) Rs. 25
per panel, min. 26 or more panels; Back
Pg. (8.25 cms. x 3.20 cms.) Rs. 20.50
per panel, min. 26 or more panels.

Mech. Data Pages 10; Print area 56
cms. x 37 cms.; n.c. 8; c. 1.56 cms.;
c.w. 4.85 cms.; Screens 65; Blocks, Mats
and Stereos accepted.

Gen. Inf. Estd. 1937; Ed. S. K. Basu;
Ad. & Development Mgr. K.L. Sarkar;
Pubd. by Ananda Bazar Patrika Pvt.
Ltd.; Policy : Independent, Nationalist
Member : IENS & AINEC.

Cir. ABC (Jan.-June '64) 47,543. (PR
47,802)

STATESMAN ABC
English Morning; Pubd. simultaneously
from Calcutta & Delhi; 16P; Add.
Statesman House, Chowringhee Square,
Calcutta-1 (Ben.); Grams : STATES-
MAN; Phone 23-5361.

Ad. Rates Ord. pos. 1 to 149 cms.
Rs. 16 s.c.cm.; Contract 150 cms. &
over Rs. 14 s.c.cm.; Prospectuses, Com-
pany Reports & Balance Sheet etc.
Rs. 21 s.c.cm.; Ear panels : Front Pg.
Rs. 135; Spl. pos. Front Pg. solus
(min. 20 cms. x 3 cols., max. 25 cms x 4
cols.), right-hand bottom corner 100%
extra; Pg. facing leader Pg. solus right-
hand bottom corners (min. 20 cms. x 2
cols., max. 25 cms. x 4 cols.) 75% extra;
Pg. facing leader Pg. semi-solus right
hand and left hand bottom corners
(min. 20 cms. x 2 cols., max. 25 cms. x 3
cols.) 50% extra; 1st Pg. Magazine
section solus (min. 20 cms. x 2 cols.,
max. 25 cms. x 4 cols.) 60% extra; 1st
Pg. Magazine section semi-solus on right
hand and left hand bottom corners
(min. 20 cms. x 2 cols., max. 25 cms. x 3

cols.) 40% extra; Top of personal col. 50% extra; Top of ad. col. guaranteed 25% extra; Other guaranteed pos. 50% extra.

Mech. Data Pages (weekdays) 10 to 12, (Sundays) 14 to 16; Size 59.38 cms. x 41.25 cms.; Print area 56 cms. x 38.75 cms.; n.c. 8; c. 1. 56 cms.; c.w. 4.85 cms.; Screen 55 to 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1875; Ed. A. E. Charlton; Ad. Mgr. A.H. Marsh; Pubd. by The Statesman Ltd.; Policy : Independent; Member: IENS & AINEC.

Cir. ABC (Jan.-June '64) 1,31,708. (PR 1,03,483.

Language

AABSHAAR

Urdu Morning; 10P; Add. 75 Phears Lane, Calcutta-12 (Ben.); Grams: AABSHAAR; Phone 34-1126.

Ad. Rates Upto 125 cms. Rs. 1.80 s.c.cm.; Contract 126 cms. & over Rs. 1.40 s.c.cm.; Company Reports and other Public Notices, etc.; Rs. 4 s.c.cm.

Mech. Data Pages 4; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 36 cms.; n.c., 6; c. 1. 45 cms.; c.w. 6 cms.; Screen 55; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. Ibrahim Hosh; Ad. Mgr. Moinuddin Ahmed; Pubd. by Aabshaar Publications Private Ltd.; Policy: Nationalist.

Cir. 6,000. Cc (PR 6,500 Prov.)

ANANDA BAZAR PATRIKA ABC Bengali Morning; 16P; Add. 6 Sooterkin Street, Calcutta-1 (Ben.); Grams: ANANDABAZAR; Phone 23-2283 (7 lines) 23-8541 (5 lines) Telex Calcutta 021321.

Ad. Rates Upto 149 cms. Rs. 12 s.c.cm.; 150 cms. & over Rs. 10.50 s.c.cm.; Reader Ads., Chairman's Speeches etc. Rs. 16 s.c.cm.; Prospectuses Rs. 14 s.c.cm.; Ads. in other languages 50% extra; Spl. pos: Top of Ed. col. (max. 10 cms. x 1 col.) 50% extra; Front Pg.

(min. 10 cms. x 2 cols.) 50% extra. Ear Panels: Front Pg. (6.25 cms. x 3.20 cms.) min. 26 panels Rs. 65 per panel; Back Pg. (8.25 cms. x 3.20 cms.) min. 26 panels Rs. 50 per panel.

Mech. Data Pages 10; Print area 56 cms x 37 cms.; n.c. 8; c. 1. 56 cms.; c.w. 4.85 cms.; Screen 65; Mats, Stereos and Blocks accepted.

Gen. Inf. Estd. 1922; Ed. A.K. Sarkar; Ad. & Development Mgr. K.L. Sarkar; Pubd. by Ananda Bazar Patrika Pvt. Ltd.; Policy: Independent, Nationalist. Member: IENS & AINEC.

Cir. ABC (Jan.-June '64) 1,51,659. (PR 1,46,819).

ASREJADID

Urdu Morning; 13P; Add. 9-B Bolai Dutt St., Calcutta-1 (Ben.); Grams: ASREJADID; Phone 33-3562.

Ad. Rates Rs. 2 s.c.cm. flat rate.

Mech. Data Pages 6; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 33.8 cms.; n.c. 6; c. 1. 45 cms.; c.w. 5.8 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1919; Ed. Maulana Attaur Rahman; Ad. Mgr. J.R. Ghosh; Pub. Khan Bahadur Sk. Md. Jan; Policy: Nationalist.

Cir. (PR 4,700 Prov.)

AZAD HIND

Urdu Morning; 13P; Add. 22-A Sagar Dutt Lane, Calcutta-12 (Ben.); Grams: AZAD AKHBAR; Pone 34-3042, 34-3785.

Ad. Rates Casual Rs. 3 s.c.cm.; 150 cms. & over (min. 3 cms.) Rs. 2 s.c.cm.; Ear Panels: Front Pg. (9 cms. x 5 cms.) upto 25 panels Rs. 10 per panel; Contract over 25 panels Rs. 8 per panel; Prospectuses, Company Reports and Public Notices Rs. 3 s.c.cm.; Spl. pos. Front Pg. 50% extra.

Mech. Data Pages 6; Size 51 cms. x 38 cms.; Print area 48 cms. x 36 cms.; n.c. 6; c. 1. 48 cms.; c.w. 6 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. A.S. Maliha-badi; Ad. Mgr. Md. Samiulla; Pub: Najmuddin; Policy: Independent.

Cir. PR 7,116.

DAILY LOKMANYA

Hindi Morning; Pubd. from Calcutta & Nagpur; 13P; Add. 94/3 Lower Chitpur Rd., Calcutta-7 (Ben.); Grams: LOKMANYA; Phone 33-3959; Nagpur Office: Ghat Rd., Nagpur City; Grams: LOKMAT; Phone 3006.

Ad. Rates Calcutta or Nagpur edn. Upto 249 cms. Rs. 2.40 s.c.cm.; Contract 250 cms. & over Rs. 2 s.c.cm.; Combined edns. : upto 249 cms. Rs. 3.60 s.c.cm.; Contract 250 cms. & over Rs. 3 s.c.cm.; Public Notices, Company Prospectuses, etc. Rs. 4 s.c.cm. (either edn.); Combined edns. Rs. 6 s.c.cm.; Reader ads. Rs. 4 s.c.cm.; Ear Panels: Front Pg. Rs. 10 per panel; Front Pg. 50% extra.

Mech. Data Pages 8; Size 55 cms. x 41.3 cms.; Print area 50 cms. x 38 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.6 cms.; Screen 60 to 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1930; Ed. M.L. Chaturvedi; Ad. Mgr. B.N. Pandey; Pub. R.S. Tripathi; Member: IENS & AINEC.

Cir. PR 3,000 Prov.

DAINIK BASUMATI

Bengali Morning; 13P; Add. 166 Bepin Behari Ganguli St., Calcutta-12 (Ben.); Grams: BASUMATI; Phone 34-3487.

Ad. Rates On application.

Mech. Data Pages (weekdays) 8, (Sundays) 12; Size 54 cms. x 40 cms.; Print area 52.5 cms. x 35 cms.; n.c. 8; c. 1. 52.5 cms.; c.w. c5 ms.; Screen 65; Mats and Stereos.

Gen. Inf. Estd. 1914 Ed. Vivekananda Mukerji; Ad. Mgr. B.C. Ghose Dir. Dilip Sengupta; Pubd. by Basumati Pvt. Ltd.

Cir. 55,000 Cc (PR 36,052)

IMROZE

Urdu Morning; 10P; Add. 9-B Bolai

Dutt St.; Calcutta-1 (Ben.); Grams : IMROZE; Phone 33-3562.

Ad. Rates Flat rate Rs. 1.40 s.c.cm.

Mech. Data Pages 4; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 33.8 cms.; n.c. 6; c. 1. 45 cms.; c.w. 5.8 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. Ekbal Ekrami; Ad. Mgr. Mohiuddin; Pub. Khan Bahadur S.M. Jan; Policy: Nationalist.

Cir. 5,020. (PR 3,647)

JANASEVAK

Bengali Morning; 12P; Add. 105/7A S.N. Banerjee Rd., Calcutta-14 (Ben.); Grams: SEVAJONA; Phone 24-4325.

Ad. Rates 1 to 149 cms. Rs. 3.20 s.c. cm.; Contract 150 cms. & over Rs. 3 s.c.cm.; Public Notices etc. Rs. 4 s.c. cm.; Front Pg. 50% extra; Tenders & other Public Notices Rs. 4 s.c.cm.

Mech. Data Pages 8; Size 65 cms. x 42 cms.; Print area 55 cms. x 40 cms.; n.c. 8; c. 1. 55 cms.; c.w. 5 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1951; Chief Ed. Chapala Kanta Bhattacharjee; Ed. Atulya Ghosh; Mgr. M. Chatterjee; Pubd. by Janasevak Karyalaya Ltd.; Policy: Nationalist.

Cir. 22,083. Cc (PR Not Available)

JUGANTAR

ABC Bengali Morning; 16P; Add. 72/1 Baghbazar St., Calcutta-3 (Ben.); Grams: JUGANTAR; Phone 55-5231.

Ad. Rates Upto 150 cms. Rs. 12.60 s.c.cm.; Contract 150 cms. & over Rs. 10.60 s.c.cm.; Prospectuses Rs. 14 s.c. cm.; Reader ads. Rs. 16 s.c.cm.; Ear Panels: Front Pg. 3.5 cms. x 5 cms.; Casual Rs. 55 per panel; Contract one year (weekdays) Rs. 45, (Saturdays & Sundays) Rs. 50 per panel; Back Pg. (2.5 cms. x 8 cms.) Casual Rs. 45, Contract for one year (weekdays) Rs. 35, (Saturdays & Sundays) Rs. 40 per panel; Spl. pos. Front Pg. (min. 10 cms. x 2 cols., max. 25 cms. x 3 cols.) 100% extra.

Mech. Data Pages 8; Size 60 cms. x 42 cms.; Print area 5 cms. x 39 cms.; n.c. 8; c. 1. 53 cms.; c.w. 4.87 cms.; Screen upto 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1937, Ed. Sookamal Kanti Ghose; Jt. Ed. Amitabha Chowdhury; Ad. Mgr. Jatin Das Gupta; Pubd. by the Jugantar Pvt. Ltd.; Policy: Nationalist; Member: IENS & AINEC.

Cir. ABC (Jan.-June '64) 1,26,982. (PR 1,07,566).

LOKA-SEVAK

Bengali Morning; 10P; Add. 86A, Acharyya J. Bose Rd., Calcutta-14 (Ben.); Grams: LOKASEVAK; Phone 24-2447.

Ad. Rates Upto 250 cms. Rs. 3.20 s.c.cm.; Contract 250 cms. & over Rs. 2.80 s.c.cm.; Rly., Municipal, Prospectuses & other Public Notices Rs. 4.80 s.c.cm.; Ear Panels (6.25 cms. x 5 cms.) Casual Rs. 15; Contract 52 panels & over Rs. 12 per panel; Spl. pos. 50% extra.

Mech. Data Pages 6; Print area 52.5 cms. x 39 cms.; n.c. 8; c. 1. 52.5 cms.; c.w. 4.87 cms.; Screen 55 to 65; Mats and Stereos accepted.

Gen. Inf. Ed. Panchanan Bhattacharya; Ad. Mgr. Rash Behari Das; Policy: Independent.

Cir. 13,017 Cc (13,017).

NAVI PRABHAT

Punjabi Morning; 13P; Add. 264-M, Bipin Behari Ganguly Street, Calcutta-12 (Ben); Grams: NAVIPRABHAT; Phone 34-5058.

Ad. Rates Casual Rs. 2.80 s.c.cm.; Contract: 250 cms. to 749 cms. Rs. 2.20 s.c.cm.; 750 cms. to 1,449 cms. Rs. 2 s.c.cm.; 1,500 cms. & over Rs. 1.80 s.c.cm.; Ear Panel Rs. 15 per insertion; Entertainment 80P s.c.cm.

Mech. Data Pages 4; Print area 45 cms. x 35 cms.; n.c. 7; c. 1. 45 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Giani Bachittar Singh; Ad. Mgr. S.K. Mitra; Pubd.

by Daily Navi Prabhat; Policy: Nationalist.

Cir. 7,500 Cc (PR 2,500 Prov.)

ROZANA HIND

Urdu Morning; 13P; Add. 17 Sagar Dutt Lane, Calcutta-12 (Ben.); Grams: ROZANAHIND; Phone 34-4382.

Ad. Rates Upto 124 cms. Rs. 3 s.c.cm.; Contract 125 cms. & over Rs. 1.60 s.c.cm.; Public Notices Rs. 4 s.c.cm.

Mech. Data Pages 6 to 8; Size 50 cms. x 37.5 cms.; Print area 46 cms. x 32.5 cms.; n.c. 6; c. 1. 46 cms.; c.w. 5.75 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1929; Ed. S. Kamaruddin; Ad. Mgr. Salehbbhai; Pubd. by Hind Printing & Publishing Co. Ltd.; Policy: Nationalist; Member: IENS, ILNA & AINEC.

Cir. 7,884 Cc (PR 4,500 Prov.)

SANMARG

ABC Hindi Morning; 13P; Add. 160/C Chittaranjan Avenue, Calcutta-7 (Ben.); Grams: SUMARGDELI; Phone 34-2836 (3 lines).

Ad. Rates Display ads. Below 150 cms. Rs. 3 s.c.cm.; 150 cms. & over Rs. 2 s.c.cm.; Govt. ads., Public Notifications, Company Prospectuses etc. Rs. 3 s.c.cm.; Readers col. ads. Rs. 5 s.c.cm.; Ear Panels: Front Pg. (6 cms. x 6 cms.) Casual Rs. 15, Contract Rs. 10 per insertion; Last Pg. (8 cms. x 4 cms.) Casual Rs. 8, Contract Rs. 5 per insertion; Spl. pos. Front Pg. (8 cms. x 2 cols.) 50% extra; Any other Spl. pos. 25% extra.

Mech. Data Pages (weekdays) 8, (Sundays) 12; Size 56.5 cms. x 41.25 cms.; Print area 51 cms. x 38.5 cms.; n.c. 8; c. 1. 51 cms.; c.w. 4.87 cms.; Screen 60 to 65; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1948; Ed. Anant Mishra; Ad. Mgr. R. A. Gupta; Pubd. by Shree Krishna Sandesh (Pvt.) Ltd.; Policy: Nationalist; Member: IENS, ILNA, AINEC.

Cir. ABC (July-Dec. '64) 13,201.
(PR 12,893).

VISHWABANDHU

Hindi Morning; 7P; Add. 87-A, Raja
Dinendra St., Calcutta-1 (Ben.); Grams:
VISHWABANDHU; Phone 35-2209.

Ad. Rates Flat rate Rs. 2.62 s.c.cm.;
Casual rate Rs. 3.50 s.c.cm.; Further
details on application.

Mech. Data Pages 4; Size 56.5 cms. x
44.5 cms.; Print area 52 cms. x 38.2
cms.; n.c. 8; c. 1.52 cms.; c.w. 4.5 cms.;
Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1941; Ed. & Pub.
A.K. Sinha; Ad. Mgr. S. Chatterjee;
Policy: Nationalist.

Cir. 11,110 Cc (PR 3,000 Prov.)

VISHWAMITRA

Hindi Morning; Pubd. simultaneously
from Calcutta, Bombay, Patna &
Kanpur; 13P; Add. 12 Dalhousie
Square East, Calcutta-1 (Ben.); Grams:
VISHWAMITRA; Phone 22-1535.

Ad. Rates Combined edns.: Casual
Rs. 10 s.c.cm.; Contract 125 cms. &
over Rs. 5.25 s.c.cm.; Calcutta edn.:
Casual Rs. 6 s.c.cm.; Contract 125 cms.
& over Rs. 4 s.c.cm.; Bombay, Patna &
Kanpur edns.: Casual Rs. 2.25 s.c.cm.;
Contract 125 cms. & over Rs. 1.75
s.c.cm.; Front Pg. 50% extra; Public
Notices and Prospectuses (Combined
edns.) Rs. 10 s.c.cm.; (Calcutta edn.)
Rs. 6 s.c.cm.; (Other edns.) Rs. 3 s.c.
cm.; Company Reports, Chairman's
Speeches and Reader ads. Rs. 24 s.c.
cm.; (Calcutta edn.) Rs. 12 s.c.cm.;
(Other edns.) Rs. 4 s.c.cm.; Ear Panels
(6.25 cms. x 6.25 cms.) (Combined
edns.) Rs. 50, (Calcutta edn.) Rs. 30,
(Other edns.) Rs. 10 per panel; Further
details on application.

Mech. Data Calcutta edn.: Pages 8;
Size 62.5 cms. x 44 cms.; Print area 56
cms. x 39 cms.; n.c. 8; c. 1.56 cms.;
c.w. 4.87 cms.; Screen 60; Mats and
Stereos accepted; Other editions: Pages
4 to 6; Size 55 cms. x 45 cms.; Print
area 50 cms. x 44 cms.; n.c. 8; c. 1.
50 cms.; c.w. 5 cms.; Screen 65; Blocks
and Stereos accepted.

Gen. Inf. Estd. Calcutta 1917, Bom-
bay 1942, Patna 1948, Kanpur 1948;

Ed. K.C. Agarwal; Ad. Mgr. N. K.
Agarwal; Pubd. by Vishwamitra Karya-
laya; Policy: Nationalist; Member:
IENS.

Cir. Combined edns. 65,018 (Calcutta
edn. 36,668; Kanpur edn. 10,923; Patna
edn. 9,929; Bombay edn. 7,448.)

CONSUMER PUBLICATIONS

WEEKLIES

English

CAPITAL

English Weekly—Thursdays; Rs. 1.50;
Add. 5 Mission Row, P.O. Box No.
14, Calcutta-1 (Ben.); Grams:
CAPITAL; Phone 25-5825.

Ad. Rates 1 to 250 cms. Rs. 5 s.c.cm.;
250 cms. & over Rs. 3.75 s.c.cm.;
Company Prospectuses & Announce-
ments Rs. 9 s.c.cm.; Company Notices,
Balance Sheets, Company Reports,
Chairman's Speeches, Govt., Legal,
Railway & other Public Notifications
Rs. 7.50 s.c.cm.; Pg. rate on Spl. con-
tractual basis: F. Pg. Rs. 475, H. Pg. Rs.
Rs. 240, Qr. Pg. Rs. 120 per insertion;
Spl. pos.: solus pos. 50% extra;
Further details on application.

Mech. Data Pages 44; Size 39.40 cms.
x 29 cms.; Print area 33 cms. x 24.50
cms.; n.c. 4; c. 1.33 cms.; c.w. 5.7 cms;
Screen upto 65; Mats and Stereos accep-
ted.

Gen. Inf. Estd. 1888; Ed. Dinesh
Bahl; Coml. Mgr. C.L. Seal; Pubd. by
Capital Ltd.; Policy: Devoted to Com-
merce, Industry & Finance.

Cir. 2,800 Cc (PR 2,540).

CINE ADVANCE

English Weekly (Pubd. simultaneously
from Calcutta, Bombay & Delhi);
16P; Add. 74 Dharamtalla St., Calcutta-
13 (Ben.); Grams: CINEADVANCE;
Phone 24-1139.

Ad. Rates For combined edns. of
Calcutta, Bombay & Delhi; Casual
Rs. 9 s.c.cm.; Contract 250 cms. &
over Rs. 8 s.c.cm.; Cinema ads. Cal-

cutta edn. Rs. 4 s.c.cm., Bombay edn. Rs. 4 s.c.cm., Delhi edn. Rs. 2 s.c.cm., Combined edns. Rs. 6 s.c.cm.; Ear Panels: Front Pg. casual Rs. 55, 25 or more Rs. 45 per panel; Back Pg.: Casual Rs. 45, Contract for 25 or more Rs. 35 per panel; Colour ads. Double colour (min. 25 cms. x 3 cols.) 100% extra; Tricolour (min. 25 cms x 3 cols.) 150% extra; Spl. pos. : Front Pg. 100% extra, Back Pg. 50% extra.

Mech. Data Pages 10; Size 62.5 cms. x 36.25 cms.; Print area 57.5 cms. x 34 cms.; n.c. 8; c. 1. 57.5 cms.; c.w. 4.87 cms.; Screen 100; Stereos and Mats accepted.

Gen. Inf. Ed. & Pub. B.C. Agarwalla; Ad. Mgr. S. Ghosh; Policy: Catering Movie News; Member: IENS, AINEC.

Cir. 70,000 (combined).

INDIAN FINANCE

English Weekly—Saturdays Rs. 1.50; Add. 116 Lower Circular Rd., Calcutta-14 (Ben.); Grams: INFINANCE; Phone 24-4732.

Ad. Rates 1 to 350 cms. Rs. 5 s.c.cm.; Contract 350 cms. & over Rs. 3 s.c. cm.; Company Notices, Chairman's Speeches, etc. Rs. 6 s.c.cm.

Mech. Data Pages 40; Size 34 cms. x 28 cms.; Print area 32 cms. x 24 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5.6 cms.; Screen 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1928; Ed. C.S. Rangaswamy (Junior); Ad. Mgr. G.H. Mani Iyer; Policy: Devoted to Finance, Industry Trade & Commerce.

Cir. 5,100 Cc (PR 1,329).

HERALD

English Weekly—Fridays; 15P; Add. 10 Government Place East, P.O. Box No. 445, Calcutta-1 (Ben.); Grams: HERALD; Phone 23-1457.

Ad. Rates Upto 125 cms. Rs. 2.40 s.c. cm.; Upto 500 cms. Rs. 2.20 s.c.cm.; 501 cms. or over Rs. 2.10 s.c.cm.; F. Pg. Rs. 500, H. Pg. Rs. 250; Ear Panels: Casual Rs. 20, Contract for 15 panels & over Rs. 15 per panel.

Mech. Data Pages 8; Size 46.75 cms. x 32.5 cms.; Print area 42.5 cms. x 30 cms.; n.c. 6; c. 1. 42.5 cms.; c.w. 4.87 cms.; Screen 55 to 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1931; Ed. H. Rozario S.J.; Ad. Mgr. Vincent Alvares; Pubd. by Associated Catholic Newspapers; Policy: News & Views of Catholics.

Cir. 8,134 Cc (PR 7,352).

NEETEE

English Weekly—Saturdays; 12P; Add. 5 Sukhlal Johri Lane, Calcutta-7 (Ben.); Grams: CINENEWS; Phone 33-3398.

Ad. Rates Upto 250 cms. Rs. 3.25 s.c.cm.; 251 cms. & over Rs. 2.50 s.c.cm.; Front Pg. 50% extra; Further details on application.

Mech. Data Pages 8; Size 55 cms. x 41.25; Print area 50 cms. x 38 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.87 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. M.P. Choudhary; Gen. Mgr. O.P. Agarwala.

Cir. 20,000 Cc (PR 13,571 Prov.)

VIGIL

English Weekly—Saturdays; 25P; Add. 2 S.N. Banerjee Rd., Calcutta-13 (Ben.); Phone 23-1209.

Ad. Rates Upto 249 cms. Rs. 2.80 s.c. cm.; 250 cms. to 499 cms. Rs. 2.40 s.c. cm.; Contract 500 cms. & over Rs. 2.20 s.c.cm.; Back cover 50% extra.

Mech. Data Pages 20; Size 26.25 cms. x 18.75 cms.; Print area 22.5 cms. x 15 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Eds. Acharya J. B. Kripalani, Jayaprakash Narayan & Manoranjan Guha; Policy: Independent.

Cir. 4,800 Cc (PR Not Available).

Language

AMRITA

Bengali Weekly—Fridays; 40P; Add. 11-D Ananda Chatterjee Lane, Calcutta-3 (Ben.); Phone 55-5231.

Ad. Rates Casual Below 150 cms. Rs. 3 s.c.cm.; Contract 150 cms. & over Rs. 2.50 s.c.cm.; Amusement and Book ads. Casual below 150 cms. Rs. 2.50 s.c.cm.; Contract 150 cms. & over Rs. 2 s.c.cm.

Mech. Data Pages 84; Size 27.5 cms. x 20 cms.; Print area 24 cms. x 16 cms.; n.c. 3; c. 1. 24 cms.; c.w. 5 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. Tushar Kanti Ghosh; Ad. Mgr. M.L. Ganguli; Pubd. by Amrita Publishers Pvt. Ltd.; Policy: Literary.

Cir. 25,000 Cc (PR 17,616).

ARTHIK JAGAT

Hindi Weekly—Mondays; 50P; (yearly subs. Rs. 20); Add. H.O. 10, Bakery Road, Calcutta-22; City Office 16, India Exchange Place, Calcutta-1 (Ben.).

Ad. Rates Front cover Rs. 350, Back cover Rs. 325 per insertion; Ord. F. Pg. Rs. 300, H. Pg. 160, Qr. Pg. Rs. 90 per insertion; Casual Rs. 3 s.c.cm.

Mech. Data Print area 30 cms. x 20 cms.; n.c. 4; c. 1. 30 cms.; c.w. 5 cms.; Screen 80; only Stereos accepted.

Gen. Inf. Estd. 1956; Ed. (Pt.) Pratap Narayan Vajpeyi.

Cir. 4,350 Cc (PR 4,350).

ADVERTISEMENT

A Statement by the Publisher

Established in 1956, ARTHIK JAGAT is the only Hindi Weekly devoted to Commerce, Industry and Finance in India. It caters exclusively to the businessmen and its services have been rewarded by a wide circulation among men who matter. A glance at the quality of its reading matter and advertisements gives an idea of the prestige and popularity of the Journal. Arthik Jagat is a member of I.E.N.S. and A.I.N.E.C.

ARTHIK PRASANGA

Bengali Weekly; 75P, (yearly subs. Rs. 9); Add. 2, Private Road, Dum

Dum, Calcutta-28 (Ben.); Phone 57-2288.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion; Casual Rs. 3 s.c.cm.

Mech. Data Pages 50 to 60; Size 25 cms. x 15.5 cms.; Print area 20 cms. x 12.5 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.25 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. (Prof.) D.N. Mukherjee; Ad. Mgr. K.N. Sirkar; Pubd. by Economic Studies & Journals Pvt. Ltd.; Policy: Discussion of Economic Problems; Member: AINEC.

Cir. 6,800 Cc (PR 6,650).

BASUMATI WEEKLY

Bengali Weekly; 25 P; Add. 166 Bepin Behari Ganguli St., Calcutta-12 (Ben.); Grams: BASUMATI; Phone 34-3487-89.

Ad. Rates On application.

Mech. Data Pages 56; Print area 23 cms x 15 cms.; n.c. 3; c. 1. 23 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Ed. Premen Mitra; Ad. Mgr. B. C. Ghose; Pubd. by Basumati Pvt. Ltd.

Cir. Claimed with PR 11,736

DESH

Bengali Weekly—Saturdays; 40P; Add. 6, Sooterkin Street, Calcutta-1 (Ben.); Grams: ANANDBAZAR; Phone 23-2283 (7 lines) 23-8541 (5 lines) Telex Calcutta 021321.

Ad. Rates Casual upto 149 cms. Rs. 6 s.c.cm.; Contract 150 cms. & over Rs. 5 s.c.cm.; Public Notices, Company Prospectuses and Reader Ads., Rs. 7 s.c.cm.; Cover Pgs. in colours: 2nd cover in 2 colours Rs. 550, 3rd cover in 2 colours Rs. 500, 4th cover in 2 colours Rs. 750, in 3 colours Rs. 1,000 per insertion.

Mech. Data Pages 80; Print area 24 cms. x 16.5 cms.; n.c. 3; c. 1. 24 cms.; c.w. 5 cms.; Screen 65; Blocks, Mats & Stereos accepted.

Gen. Inf. Estd. 1933; Ed. A.K. Sarkar; Ad. & Development Mgr. K.L. Sarkar; Pubd. by Ananda Bazar Patrika Pvt. Ltd.; Policy: Independent, Nationalist; Member: IENS & AINEC.

Cir. ABC (July-Dec. '64) 56,050. (PR 50,229).

DIPALI

Bengali Weekly; 50P; Add. 123/1 Upper Circular Rd., Calcutta-6 (Ben.); Grams: DIPALI.

Ad. Rates F. Pg. Rs. 70, H. Pg. Rs. 36 per insertion; Casual: Rs. 1.60 s.c.cm.; 12 1/2% rebate on Contracts for 6 months & over.

Mech. Data Size 25 cms. x 19 cms.; Print area 20 cms. x 15 cms.; n.c. 3; c. 1. 20 cms.; c.w. 5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929; Ed. B.C. Chatterjee; Policy: Stage, Screen & Literature.

Cir. 6,000 Cc (PR Not Available).

GARERMATH

Bengali Sports Weekly; 20P; Add. 52/9B Bepin Behari Ganguly St., Calcutta-12 (Ben.); Phone 34-1812.

Ad. Rates Casual Rs. 2.50 s.c.cm.; Contract 200 cms. & over Rs. 2 s.c.cm.; Spl. pos. front and back not accepted; Inside Pg. Bi-colour Casual Rs. 8 s.c.cm.; Contract 200 cms. Rs. 4 s.c.cm.; Entertainment ads. Rs. 1.25 s.c.cm.

Mech. Data Pages 10; Size 35 cms. x 25 cms.; Print area 32.5 cms. x 20 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. Dilip Bose; Ad. Mgr. S.K. Sen; Pub. A.D. Gupta; Policy: Sports & Games.

Cir. 13,444 Cc (PR 13,173).

JANAMAT

Bengali Weekly; 10P; Add. P.O. Khagra, Berhampore, Dist. Murshidabad (Ben.); Grams: JANAMAT KHAGRA; Phone 98.

Ad. Rates Casual Rs. 1.50 s.c.cm.; Contract Rs. 1.25 s.c.cm.; Casual F. Pg.

Rs. 150, H. Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion; Contract F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 6; Size 36 cms. x 24 cms.; Print area 33 cms. x 21 cms.; n.c. 4; c. 1. 33 cms.; c.w. 5.25 cms.; Screen 55 to 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. Radharanjan Gupta; Ad. Mgr. M. Sarkar; Pub. (Mrs.) M. Roy; Policy: Rural Development.

Cir. 1,945 Cc (PR 1,900).

JANAMAT

Bengali Weekly; 10P; Add. P.O. Ghatal, Dist. Midnapore (Ben.); Grams: GHATAL.

Ad. Rates On application.

Mech. Data Pages 8; Size 25 cms. x 18.75 cms.; Print area 21.25 cms. x 16.25 cms.; n.c. 2; c. 1. 21.25 cms.; c.w. 7.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. Bhupati Charan Manjhi; Ad. Mgr. Banbehary Manjhi; Prop. Prasanta Kumar Manjhi; Policy: Democracy & Humanism.

Cir. 872 Cc (PR 817).

JUGABANI

Bengali Weekly; 16P; Add. Madhyamgram, 24-Parganas (Ben.); Phone 61-7366.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 16; Size 38.6 cms. x 22.3 cms.; Print area 23 cms. x 17.6 cms.; n.c. 2; c. 1. 23 cms.; c.w. 8.8 cms.; Screen upto 80; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1949; Ed. & Pub. Debajyoti Burman; Policy: Independent; Member: AINEC.

Cir. 11,000 Cc (PR 9,369).

KALA SANSAR

Hindi Weekly; 19P; Add. 1 Sagar Dutta Lane, Calcutta-12 (Ben.); Grams:

KALASANSAR; Phone 34-6783, 34-8425.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract 250 cms. & over Rs. 2 s.c.cm.

Mech. Data Pages 8; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 32.5 cms.; n.c. 6; c. 1. 45 cms.; c.w. 5.5 cms.; Screen 65 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. Randhir Sahityalankar; Ad. Mgr. A.P. Singh; Pub. Randhir Kumar Singh; Policy: Devoted to Art and Culture.

Cir. 7,250 Cc (PR 6,369).

MOHAMMADI

Bengali Weekly—Fridays; Add. 62, Phears Lane, Calcutta-12 (Ben.); Grams: MOHAMMADI; Phone 24-3202.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract 150 cms. & over Rs. 2.50 s.c.cm.; F. Pg. Rs. 5 s.c.cm.; Above editorial Rs. 5 s.c.cm.; Ear Panels: Front Pg. Rs. 25, Back Pg. Rs. 20 per insertion.

Mech. Data Pages 6; Size 56 cms. x 46 cms.; Print area 51 cms. x 42 cms.; n.c. 8; c. 1. 51 cms.; c.w. 4.85 cms.; Screen 55; Blocks and Stereos accepted.

Gen. Inf. Estd. 1904; Ed. G.A. Khan; Ad. Mgr. S. Bhattacharjee; Pub. A.R. Tarafdar; Policy: Independent.

Cir. 13,600 Cc (PR 5,000 Prov.)

MURSHIDABAD SAMACHAR

Bengali Weekly; 10P; Add. Khagra P.O. Berhampore, Dist. Murshidabad (Ben.); Grams: SAMACHAR; Phone 27.

Ad. Rates 50P. per line in Bengali & Re. 1 per line in English.

Mech. Data Pages 4 to 6; Print area 37 cms. x 21 cms.; n.c. 4; c. 1.37 cms.; c.w. 5.25 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. Kamal Banerjee; Ad. Mgr. D. Mazumdar; Pubd. by Bandhab Press.

Cir. 2,000 Cc (PR Not Available).

NUTAN KHABAR

Bengali Weekly; 16P; (yearly subs. Rs. 7.50); Add. 16/17 College St., Calcutta-12 (Ben.); Phone 34-1354.

Ad. Rates 1 to 150 cms. Rs. 4 s.c.cm.; Contract 151 cms. & over Rs. 3 s.c.cm.; Ear Panels: Front Pg. Rs. 30, Back Pg. Rs. 25 per panel; Entertainment ads. 1 to 150 cms. Rs. 2 s.c.cm.; 151 cms. & over Rs. 1.50 s.c.cm.

Mech. Data Pages 8; Print area 43.18 cms. x 34.5 cms.; n.c. 6; c. 1. 43.18 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. Dhiren Mullick; Ad. Mgr. S. Guha; Jt. Ed. Umasankar Ghose; Policy: Devoted to Film Industry.

Cir. 10,158 Cc (PR 9,000 Prov.)

PALLIBASI

Bengali Weekly; 6P; Add. Kalna P.O., Dist. Burdwan (Ben.).

Ad. Rates Display ads. Re. 1 s.c.cm.; Ord. Pg. 80P s.c.cm.; Front Pg. Rs. 1.20 s.c.cm.; Panel Rs. 5 per insertion.

Mech. Data Pages 8; Print area 33 cms. x 22.5 cms.; n.c. 4; c. 1. 33 cms.; c.w. 5.5 cms.; Screen 60; Blocks and Stereos accepted.

Grams : Rozanahind

Phone : 34-4382

THE ROZANA HIND

The Oldest Nationalist Urdu Daily of Eastern India

17, Sagar Dutt Lane, P.O. Box 7877, Calcutta-12

Best Medium for news and advertisements

Gen. Inf. Estd. 1896; Ed. G.B. San-
khyatirtha; Ad. Mgr. A. Banerjee;
Pubs. A. Banerjee & N. Banerji;
Policy: Nationalist, Rural uplift.

Cir. 1,850 Cc (PR 1,800).

PALLI-DAK

Bengali Weekly; 10P; Add. Nabagram,
P.O. Serampore, Dist. Hooghly (Ben.).

Ad. Rates Casual upto 150 cms. Rs.
1.75 s.c.cm.; Contract 151 cms. & over
Rs. 1.25 s.c.cm.

Mech. Data Pages 8; Print area 30
cms. x 20 cms.; n.c. 4; c. 1. 30 cms.;
c.w. 5 cms.; Screen 55 to 60; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1955; Ed. & Pub. I.B.
Mukherjee; Ad. Mgr. B. Mukherje;
Policy: Nationalist.

Cir. 3,000 Cc (PR 3,125).

PRAKASH

Hindi Weekly; 15P; Add. 55 Sri Arbindo
Rd.; Salkia, Howrah, Calcutta (Ben.);
Grams: PRAKASH; Phone 66-4352.

Ad. Rates Upto 250 cms. Rs. 2 s.c.
cm.; 251 cms. & over Rs. 1.60 s.c.cm.;
Govt. & Public Notices Rs. 2.50 s.c.
cm.; Reader ads. Rs. 2.75 s.c.cm.

Mech. Data Pages 12; Size 37.5 cms.
x 25 cms.; Print area 31.25 cms. x 20
cms.; n.c. 4; c. 1. 31.25 cms.; c.w. 5
cms.; Screen 55 to 65; Blocks and Ste-
reos accepted.

Gen. Inf. Estd. 1957; Ed. Kshama
Shankar Dwivedi; Mgr. P.H. Dwivedi;
Ad. Mgr. N.L. Sharma; Member:
AINEC & ILNA.

Cir. 6,500. Cc (PR 4,850 Prov.)

SACHITRA BHARAT

Bengali Weekly; 25P; Add. 86 Dharama-
talla St., Calcutta-13 (Ben.); Phone 24-
5769.

Ad. Rates F. Pg. Rs. 80, H. Pg. Rs. 45,
Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 48; Size 20 cms. x
12.5 cms.; Print area 17.5 cms. x 10 cms.

n.c. 2; c. 1. 17.5 cms.; c.w. 5 cms.;
Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1935; Ed. Ajit Krishna
Basu; Ad. Mgr. R.N. Bagchi; Pub.
(Mrs.) Usha Rani Sen; Policy: Indepen-
dent, Humorous Pictorial.

Cir. 13,700

SCREEN

Hindi Weekly—Fridays; 20P; Add. 4
Sukhlal Johri Lane, Calcutta-7 (Ben.);
Grams: CINENEWS; Phone 33-3398.

Ad. Rates 1 to 250 cms. Rs. 2.50 s.c.
cm.; Contract 250 cms. & over Rs.
2 s.c.cm.; Front Pg. panel (7.5 cms.
x 7.5 cms.), min. Contract 26 panels
Rs. 30 per panel; Back Pg. panel (7.5
cms. x 5 cms.), Contract 26 panels Rs. 20
per panel; Front Pg. 50% extra; Com-
bined rates for Hindi & Bengali Screen:
1 to 250 cms. Rs. 4 s.c.cm.; Contract
251 cms. & over Rs. 3 s.c.cm.; Front
Pg. Ear Panel Rs. 45, Back Pg. Rs. 30
per panel.

Mech. Data Pages 12; Size 55 cms. x
41.25 cms.; Print area 50 cms. x 37.5
cms.; n.c. 8; c.1. 50 cms.; c.w. 4.87 cms.;
Screen 60 to 80; Blocks and Stereos
accepted.

Gen. Inf. Ed. & Pub. M.P. Choudhary;
Gen. Mgr. O.P. Agarwala; Policy:
Devoted to Film Industry.

Cir. 30,000. (PR 30,516)

SCREEN BENGALI

Bengali Weekly—Fridays; 20P; Add. 4
Sukhlal Johri Lane, Calcutta-7 (Ben.);
Grams: CINENEWS; Phone 33-3398.

Ad. Rates 1 to 250 cms. Rs. 2 s.c.cm.;
Contract 251 cms. & over Rs. 1.50
s.c.cm.; Front Pg. panels (7.5 cms. x
7.5 cms.) min. Contract 26 panels Rs. 20
per panel; Back Pg. panel (5 cms. x 7.5
cms.) min. Contract 26 panels Rs. 15
per panel; Combined rates for Hindi
& Bengali Screen on application.

Mech. Data Pages 8; Size 55 cms. x
41.25 cms.; Print area 50 cms. x 37.5
cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.87
cms.; Screen 60 to 80; Blocks and Ste-
reos accepted.

INFA 1965

BENGAL

Gen. Inf. Ed. & Pub. M.P. Choudhary;
Gen. Mgr. O.P. Agarwala; Policy: De-
voted to Film Industry.

Cir. 20,000. Cc (PR 19,560)

VAGNADOOT

Bengali Weekly; 12P; Add. 8/4A Kashi
Ghosh Lane, Calcutta-6 (Ben.); Phone
55-2993.

Ad. Rates Casual Rs. 2 s.c.cm.;
Contract 200 cms. & over Rs. 1.50
s.c.cm.

Mech. Data Pages 8 to 12; Size 37 cms.
x 25 cms.; Print area 30 cms. x 22 cms.;
n.c. 4; c. 1. 30 cms.; c.w. 5 cms.;
Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1928; Eds. Sisir Basu,
Nirmal Gangopadhyay & Haralal
Bardhan; Ad. Mgr. N. Ganguli; Pubd.
by Nirmal Gangopadhyay & Haralal
Bardhan; Policy: Independent.

Cir. 10,723 Cc (PR 10,973)

VISHAL RAJASHTAN

Hindi Weekly; 20P; (annual subs.
Rs. 10); Add. 104-A Grey Street, Cal-
cutta-5, & 18-A, Brabourne Road,
Calcutta-1 (Ben.); Grams: VISHAL
RAJASTHAN; Phones 55-1250 & 22-
5152.

Ad. Rates Casual Rs. 5 s.c.cm.;
Contract Min. & over 500 cms. Rs. 4
s.c.cm.; Over 1,000 cms. Rs. 3 s.c.cm.;
F. Pg. Rs. 500, H. Pg. Rs. 250, Qr. Pg.
Rs. 150 per insertion.

Mech. Data Pages 12; Size 37.5 cms. x
25 cms.; Print area 33 cms. x 21 cms.;
n.c. 4; c. 1. 33 cms.; c.w. 5 cms.;
Screen 60 to 80; Blocks and Mats ac-
cepted.

Gen. Inf. Estd. 1955; Ed. & Pub.
Onkarlal Bohra; Ad. Mgr. C.M. Jain;
Policy: National & Democratic, General
News and Views; Member: AINEC.

Cir. 10,800 Cc (PR 10,566).

OTHER PERIODICITIES

English

COMMERCIAL TIMES

English Bi-monthly; Add. Suite No. 9,

60 Lake Place, Calcutta-29 (Ben.);
Grams: PLANNING.

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg.
Rs. 80 per insertion; Front cover Rs.
500, 2nd, 3rd & Back covers Rs. 250
each per insertion; Casual Rs. 4 s.c.cm.

Mech. Data Pages 60; Size 22.5 cms. x
15 cms.; Print area 20 cms. x 10 cms.;
n.c. 2; c. 1. 20 cms.; c.w. 5 cms.; Screen
85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. & Pub. A.
Shyam; Ad. Mgr. K.P. Das; Policy:
Dealing with Commerce & Industry.

Cir. 2,000 Cc (PR 2,000).

ECONOMIC STUDIES

English Monthly; Re. 1, (yearly subs.
Rs. 12); Add. 21 Private Rd., Dum Dum,
Calcutta-28 (Ben.); Phone 57-2288.

Ad. Rates F.Pg. Rs. 125, H.Pg. Rs. 70,
Qr. Pg. Rs. 40 per insertion; Cm. rate
Rs. 4 s.c.cm.; Panels: Rs. 30 per panel;
Cover Pgs. 4th cover Rs. 400, 2nd cover
Rs. 300, 3rd cover Rs. 200.

Mech. Data Pages 50 to 60; Size 27.5
cms. x 18.75 cms.; Print area 20 cms.
x 15 cms.; Screen 65 to 80; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1960; Ed. (Prof.)
D.N. Mukherjee; Ad. Mgr. K.N. Sir-
kar; Pubd. by Economic Studies &
Journals Pvt. Ltd.; Policy: Discussion
of Economic Problems.

Cir. 8,500 Cc (PR 6,079).

FOLK-LORE

English Monthly; Rs. 1.25, annual Rs.
15; Add. 3 British Indian St., Calcutta-1
(Ben.); Phones 23-6334, 44-6697.

Ad. Rates. F.Pg. Rs. 250, H. Pg.
Rs. 150 per insertion; Next to reading
matter 25% extra; Colour ads. 25%
extra for each additional colour.

Mech. Data Pages 48; Size 24.3 cms. x
18.5 cms.; Print area 19.2 cms. x 12.3
cms.; n.c. 1; c. 1. 19.2 cms.; c.w. 12.3
cms.; Screen 100; Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub.
Sankar Sen Gupta; Ad. Mgr. A.K.

Ghosh; Policy: Devoted to Folk Literature, Folk Art & Craft.

Cir. 6385 Cc (PR 1,600).

INDIAN FILM CULTURE

English Quarterly; Re. 1 for members of Film Societies & Rs. 2 for others; Add. B-5 Bharat Bhawan, 3 Chittaranjan Avenue, Calcutta-13 (Ben.).

Ad. Rates 4th cover Rs. 300, 3rd cover Rs. 275, 2nd cover Rs. 250; Ord. F. Pg. Rs. 200, H. Pg. Rs. 100; Series discount 4 issues 10%; Agency commission 15%.

Mech. Data Size 21.25 cms. x 27.5 cms.; Print area 21.25 cms. x 15 cms.; Cover foreign art; Body local map-litho.

Gen. Inf. Ed. Chidananda Das Gupta.

Cir. 1,500 Cc (PR 387).

MODERN REVIEW

English Monthly; Rs. 1.25; Add. 120/2 Acharya Prafulla Chandra Rd., Calcutta-9 (Ben.); Phone 35-3281.

Ad. Rates Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 50 per insertion; Contract 3 months F. Pg. Rs. 428, H. Pg. Rs. 228, Qr. Pg. Rs. 143 (lot); 6 months F. Pg. Rs. 810, H. Pg. Rs. 432, Qr. Pg. Rs. 270 (lot); 9 months F. Pg. Rs. 1,148, H. Pg. Rs. 612, Qr. Pg. Rs. 383 (lot); 12 insertions F. Pg. Rs. 1,440, H. Pg. Rs. 768, Qr. Pg. Rs. 480 (lot); Pg. facing 2nd cover Rs. 200, Pg. facing 3rd cover Rs. 190; 1st cover (10 cms. x 2.5 cms.) Rs. 150, 2nd cover (21.5 cms. x 15 cms.) Rs. 220, 3rd cover (21.5 cms. x 15 cms.) Rs. 200, 4th cover (20 cms. x 15 cms.) in 1 colour Rs. 250, 2 colours Rs. 270, 3 colours Rs. 350 per insertion.

Mech. Data Pages 100; Size 22.5 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 60 to 80; Blocks and Stereos; accepted.

Gen. Inf. Estd. 1907; Ed. Kedarnath Chatterji; Ad. Mgr. U.C. Chakravarty; Pubd. by Prabasi Press Pvt. Ltd.; Policy: Cultural, Literary & Political.

Cir. PR 4,400 Prov.

PRABUDDHA BHARAT (Awakened India)
English Monthly; 60P; Add. Publication Office: 5, Dehi Entally Rd., Calcutta-14; Phone 44-1214; Editorial Office: P.O. Mayavati, Via. Lohaghat, Dist. Almora (U.P.).

Ad. Rates Ord. pos. F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 40 per insertion; Contract 3 insertions in 6 months F. Pg. Rs. 275, H. Pg. Rs. 165, Qr. Pg. Rs. 110 (lot); 6 insertions in 9 months F. Pg. Rs. 525, H. Pg. Rs. 310, Qr. Pg. Rs. 210 (lot); 12 insertions in one year F. Pg. Rs. 1,000, H. Pg. Rs. 600, Qr. Pg. Rs. 400 (lot); Rates for cover Pgs. & Spl. pos. etc. on application.

Mech. Data Pages 40; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1896; Ed. Swami Chidatmananda; Jt. Ed. Swami Kirtidananda; Ad. Mgr. Swami Advayananda; Pubd. by Trustees of Advaita Ashrama, Mayavati; Policy: Philosophy and Religion.

Cir. 3,000 Cc (PR 2,446).

RHYTHM

English Quarterly; Rs. 2.50; Add. 21/2C Harish Mukherjee Rd., Calcutta-25 (Ben.); Grams: SERQUI; Phone 47-3592.

Ad. Rates Ord. pos.: F. Pg. Rs. 175, H. Pg. Rs. 100, Qr. Pg. Rs. 70 per insertion; Cover Pgs.: 2nd & 3rd Rs 200 each; Back cover Rs. 275 per insertion.

Mech. Data Pages 78; Size 27.94 cms. x 20 cms.; Print area 24.13 cms. x 18.5 cms.; n.c. 2; c. 1. 24.13 cms.; c.w. 8.89 cms.; Screen 100; Stereos and Mats accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. (Mrs.) Asha Mukerji; Policy: Devoted to Art & Culture.

Cir. 4,500 Cc (PR Not Available).

SCIENCE AND CULTURE

English Monthly; Re. 1; Add. 92 Acharya Prafulla Chandra Rd., Calcutta-9 (Ben.); Phone 35-2224.

Ad. Rates Casual F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 22 per insertion; Contract 6 insertions F. Pg. Rs. 375, H. Pg. Rs. 200, Qr. Pg. Rs. 100 (lot); 12 insertions F. Pg. Rs. 720, H. Pg. Rs. 380, Qr. Pg. Rs. 210 (lot); Spl. pos. rates on request.

Mech. Data Pages 90; Print area 21.5 cms. x 17 cms.; n.c. 2; c. 1. 21.5 cms.; c.w. 7.5 cms.; Screen upto 125; Blocks and Stereos accepted.

Gen. Inf. Estd. 1935; Ed. (Dr.) N. K. Bose; Pubd. by Indian Science News Association; Policy: To disseminate Scientific news.

Cir. 2,400.

SIKH REVIEW

English Monthly; 79P; Add. 1 Lindsay St., Calcutta-16 (Ben.).

Ad. Rates On application.

Mech. Data Pages 60; Size 22 cms. x 17 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Pubd. by The Sikh Cultural Centre.

Cir. 2,000 Cc (PR 1,850).

ADVERTISEMENT

A Statement by the Publisher

Established in 1953, The Sikh Review is the only English monthly magazine of the Punjabees. Its circulation is 2,000 but its readership is many times more as it goes to almost all important libraries in India and also to about 200 libraries in foreign countries. It is a prestige paper for advertisements as its Patron and Life Members include a galaxy of high ranking Civil and Military Officers, and a cross section of contractors and top businessmen. Its contents are secular and rational.

SOCIETY

English-Bengali Monthly; 50P; Add. 18 Baburam Seal Lane, Calcutta-12 (Ben.); Grams: SOCIETY; Phone 34-7345.

Ad. Rates Casual 1 to 125 cms. Rs. 2 s.c.cm.; Contract over 125 cms. Rs.

1.60 s.c.cm.; F.Pg. Rs. 120, H. Pg. Rs. 60, Qr.Pg. Rs. 30 per insertion.

Mech. Data Pages 48; Size 24.17 cms. x 19.07 cms.; Print area 20.30 cms. x 19.20 cms.; n.c. 2; c. 1. 20.30 cms.; c.w. 7.60 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. Anceeta Ghose; Mg. Ed. & Pub. Aurobindo Ghose; Mgr. A. Ghose; Policy: "India's greatest social publication for international matrimonial news & views."

Cir. 5,000 Cc (PR Not Available).

SPORTS & PLEASURE

English Monthly; 87P; Add. 44 Chittaranjan Avenue, Calcutta-12 (Ben.); Phone 34-3068.

Ad. Rates On application.

Mech. Data Pages 48; Size 27 cms. x 22 cms.; Print area 22.5 cms. x 16 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. S. Saha; Ad. Mgr. J.R. Dutt; Pubd. by Eastland Publications (Pvt.) Ltd.; Policy: Devoted to Sports.

Cir. 5,500 Cc (PR 3,400).

Language

ADARSH

Hindi Monthly; 50P; Add. 64 Pathuria Ghat St., Calcutta-6 (Ben.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 32 per insertion; Other details on application.

Mech. Data Pags 64; Size 25 cms. x 18 cms.; Print area 19 cms. x 15 cms.; n.c. 2; c. 1. 19 cms.; c.w. 7.5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. Rampal Pandey; Ad. Mgr. Vidhi Chand.

Cir. PR 928.

AKHOWAT

Urdu Monthly; 50P; Add. 6 Eden Hos-

pital Rd., Calcutta-12 (Ben.); Grams: URDU AKHBAR; Phone 34-2065.

Ad. Rates F.Pg. Rs. 70, H. Pg. Rs. 40; 2nd cover in 1 colour Rs. 80, in 2 colours Rs. 100, in 3 colours Rs. 150; 3rd cover in 1 colour Rs. 75, in 2 colours Rs. 90, in 3 colours Rs. 125; Front cover in 1 colour Rs. 125, in 2 colours Rs. 150, in 3 colours Rs. 200.

Mech. Data Pages 80; Size 25 cms. x 18.5 cms.

Gen. Inf. Ed. Waqar Mashraqui; Member : AINEC.

Cir. Not available.

ALOK

Hindi Monthly; 37P; Add. 160 Mahatma Gandhi Rd., Calcutta-7 (Ben.); Phone 33-2524.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 150, Qr. Pg. Rs. 75 per insertion; 1st cover Rs. 600, 2nd cover Rs. 300, 3rd cover Rs. 250, 4th cover Rs. 400 per insertion.

Mech. Data Pages 48; Size 22 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Eds. Mata Prasad Singh & S.K. Sharma; Ad. Mgr. N.L. Haritwal; Pub. S.K. Sharma; Policy: Progressive.

Cir. PR 1,475.

ASANTAKALI

Oriya Monthly; Re. 1; Add. 2/2A Premchand Boral St., Calcutta-12 (Ben.).

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 70, 1/8 Pg. Rs. 25 per insertion; Back cover Rs. 500; 2nd cover Rs. 350; 3rd cover Rs. 300 per insertion.

Mech. Data Pages 90; Size 25 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2, c. 1. 20 cms.; c.w. 7.5 cms. Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. & Pub. J.M. Parija; Ad. Mgr. S.K. Parija; Policy : Literature & Culture.

Cir. 17,000 Cc (PR 15,268).

BASUMATI MONTHLY

Bengali Monthly; Rs. 1.25; Add. 166, Bepin Ganguli St., Calcutta-12 (Ben.); Grams: BASUMATI; Phone 34-3487.

Ad. Rates On application.

Mech. Data Pages 200; Size 24 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1.20 cms.; c.w. 7.5 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1921; Ed. Prantosh Ghatak; Ad. Mgr. B.C. Ghose; Pubd. by Basumati Pvt. Ltd.; Policy: Literary & Cultural magazine.

Cir. 25,000 Cc (PR 15,855).

BHAGIRATHI

Bengali Fortnightly; 10P; Add. Kalna Art Press, Chowk Bazar, P.O. Kalna, Dist. Burdwan (Ben.).

Ad. Rates F. Pg. Rs. 40, H. Pg. Rs. 24, Qr. Pg. Rs. 12 per insertion; Casual Rs. 1.20 s.c.cm.; 1st cover Rs. 100, 2nd cover Rs. 60, 3rd cover Rs. 50, 4th cover Rs. 75 per insertion.

Mech. Data Pages 12; Size 25.40 cms. x 17.78 cms.; Print area 20.32 cms. x 15.24 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 7.62 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Eds. Benoy Mukherjee & Jagadish Chandra Roy; Ad. Mgr. B. Mukherjee; Pub. Jagabandhu Kar; Policy: Nationalist.

Cir. 1,396 Cc (PR Not Available).

BINGSHA SHATABDI

Bengali Monthly; 75P; Add. 20 Grey St., Calcutta-5 (Ben.); Phone 55-2711.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion; Spl. pos. Pg. facing contents Rs. 120, H. Pg. below contents Rs. 60; 1st cover (15 cms. x 2.5 cms.) Rs. 100; 2nd Cover Rs. 125, 3rd Cover Rs. 100, 4th Cover in 1 colour Rs. 200 per insertion.

Mech. Data Pages 158; Size 22.75 cms. x 18.75 cms.; Print area 20 cms. x 15.1 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65; Blocks accepted.

Gen. Inf. Estd. 1956; Ed. (Prof.) H.P. Mookerjee; Ad. Mgr. S.K. Saha
Pub. H.P. Mookerji; Policy: Independent.

Cir. 14,250. Cc (PR 13,331)

CHATURANGA

Bengali Quarterly; Rs. 1.20; Add. 54
Ganesh Chandra Avenue, Calcutta-13
(Ben.).

Ad. Rates F. Pg. Rs. 225; H. Pg. Rs. 135
per insertion; Other details on application.

Mech. Data Pages 120; Size 24.5 cms. x
17.5 cms.; Print area 19 cms. x 11.5
cms.; n.c. 1; c. 1. 19 cms.; c.w. 11.5
cms.; Screen 55; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1939; (Prof.) Humayun
Kabir; Pub. Ataur Rahman; Policy:
Literary & Cultural.

Cir. 2,500 Cc (PR 1,077).

CHITRA BHARATI

Hindi Monthly; 62P; Add. 5 Sukhlal
Johari Lane, Calcutta-7 (Ben.); Grams:
CHITRANEWS; Phone 33-3398.

Ad. Rates Casual Rs. 4.50 s.c.cm.;
F. Pg. Rs. 400. H. Pg. Rs. 200. Qr. Pg.
Rs. 100 per insertion; Contract F. Pg.
Rs. 360, H. Pg. Rs. 180, Qr. Pg. Rs. 90
per insertion.

Mech. Data Pages 70; Size 27.5 cms. x
22.5 cms.; Print area 22.5 cms. x 19 cms.;
n.c. 4; c. 1. 22.5 cms.; c.w. 4.87 cms.;
Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. & Pub.
M.P. Choudhary; Ad. Mgr. O.P. Agar-
wala; Policy: Devoted to Social &
Cultural life.

Cir. 45,000 Cc (PR 34,125 Prov.).

CINE CHITRA

Hindi Monthly; 50P; Add. 5 Sukhlal
Johari Lane, Calcutta-7 (Ben.); Grams:
CINE-NEWS; Phone 33-3398.

Ad. Rates Casual F. Pg. Rs. 270, H. Pg.
Rs. 135, Qr. Pg. Rs. 67.50 per insertion;
Contract F. Pg. Rs. 216, H. Pg. Rs. 108,
per insertion.

Mech. Data Pages 68; Size 27.5 cms. x
22.5 cms.; Print area 22.5 cms. x 19 cms.;
n.c. 4; c. 1. 22.5 cms.; c.w. 4.87 cms.;
Screen 60 to 80; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1955; Ed. & Pub.
M.P. Choudhary; Ad. Mgr. O.P. Agar-
wala; Policy: Devoted to Films.

Cir. 20,000 Cc (PR 15,750 Prov.).

GHARE-BAIRE

Bengali Monthly; 50P; Add. 188/2
Bow Bazar St., Calcutta-12 (Ben.);
Phone 34-3880.

Ad. Rates On application.

Mech. Data Pages 80; Print area 20
cms x 15 cms.; n.c. 2; c. 1. 20 cms.;
c.w. 7.5 cms.; Screen upto 65; Blocks
and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. (Mrs.)
Kanak Mukerji; Pubd. by West Bengal
Mahila Samiti; Policy: Women's Cul-
tural Magazine.

Cir. PR 1,953.

HOMSHIKHA

Bengali Monthly; 44P; Add. Rabindra-
nath Tagore Rd., P.O. Krishnagar, Dist.
Nadia (Ben.); Grams: HOMSHIKHA;
Phone 21.

Ad. Rates F. Pg. Rs. 60, H. Pg. Rs. 35
per insertion; 1st cover (lower half)
Rs. 85, 2nd cover Rs. 75, (lower half)
Rs. 40, (upper half) Rs. 50 per inser-
tion; Back cover Rs. 125 per insertion.

Mech. Data Pages 90; Size 24 cms. x
18.5 cms.; Print area 21 cms. x 15.5 cms.;
n.c. 2; c. 1. 21 cms.; c.w. 7 cms.; Screen
100 to 150; Blocks and Stereos accept-
ed.

Gen. Inf. Estd. 1952; Ed. K.P. Basu;
Ad. Mgr. A. Pramanik; Pub. (Mrs.)
S.A. Basu; Policy: Literary.

Cir. 7,261 Cc (PR Not available).

KALYANI

Bengali Monthly; 50P; Add. 3 British
Indian St., Calcutta-1; City Office: 49
Cornwallis St., Calcutta-6 (Ben.); Phones
23-6334, 44-6697.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion; Colour ads. accepted 50% extra per colour per insertion.

Mech. Data Pages 80; Size Demy 8 Vo; Print area 17.5 cms. x 10 cms.; n.c. 2; c. 1. 17.5 cms.; c.w. 5 cms.; Screen upto 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. & Pub. Sankar Sen Gupta; Ad. Mgr. A.K. Ghosh; Policy: Art & Literature.

Cir. PR 1,800.

KHELA-O-CHAYA

Bengali Monthly; 25P; Add. 52/9B B.B. Ganguly St., Calcutta-12 (Ben.); Phone 34-1812.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract 200 cms. & over Rs. 1.75 s.c.cm.; Spl. pos. back Casual Rs. 4 s.c.cm.; Contract Rs. 3 s.c.cm. (Bi-colour); Front not accepted; Inside Bi-colour not accepted; Entertainment ads. Rs. 1.25 s.c.cm., Single colour; Back Bi-colour Rs. 1.75 s.c.cm.; Spl. pos. 25% extra for Inside.

Mech. Data Pages 44; Size 25 cms. x 19 cms.; Print area 20 cms. x 15 cms.; n.c. 3; c. 1 20 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. Amal Das Gupta; Ad. Mgr. N.C. Roy, Pub. Ajit Das Gupta; Policy: Sports & Films.

Cir. 10,604 Cc (PR 11,258).

MAHILA

Bengali Monthly; 75P; Add. 123/1 Acharya Prafulla Chandra Rd., Calcutta-6 (Ben.); Phone 35-3253.

Ad. Rates On application.

Mech. Data Pages 80; Size 25 cms. x 19 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. (Dr.) Asha Devi; Ad. Mgr. U. B. Sinha; Pub. B.C. Chatterjee; Policy: Nationalist, Women's Magazine.

Cir. 9,000 Cc (PR 3,444).

NABA KALLOL

Bengali Monthly; Rs. 1.25; Add. 11 Jhamapooker Lane, Calcutta-9 (Ben.); Phone 35-3653.

Ad. Rates F. Pg. Rs. 300; H. Pg. Rs. 175, Qr. Pg. Rs. 95 per insertion; Contract; F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion; Back cover Rs. 1,000; Inside cover Rs. 800 per insertion; Opening Pg. Casual Rs. 500, Contract for 1 year Rs. 400.

Mech. Data Pages 160; Size 24 cms. x 18.5 cms.; Print area 21 cms. x 15.5 cms.; n.c. 2; c. 1. 21 cms.; cw. 7.40 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. Subodh Chandra Mazumdar; Pubd. by Dev Sahitya Kutir; Policy: Illustrated magazine.

Cir. 40,000 Cc (PR 31,666).

PRABASI

Bengali Monthly; Re. 1; Add. 120/2 Acharya Prafulla Chandra Rd., Calcutta-9 (Ben.); Phone 35-3281.

Ad. Rates Casual F. Pg Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion; Contract for 3 months F. Pg. Rs. 285, H. Pg. Rs. 171, Qr. Pg. Rs. 100; Contract for 6 months; F. Pg. Rs. 540, H. Pg. Rs. 324, Qr. Pg. Rs. 189; Contract for 9 months F. Pg. Rs. 765, H. Pg. Rs. 459, Qr. Pg. Rs. 268; Contract for 12 months; F. Pg. Rs. 960, H. Pg. Rs. 576, Qr. Pg. Rs. 336; Other rates on application.

Mech. Data Pages 150; Size 22.5 cms. x 17.5 cms.; Print area 20 cms x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1901; Ed. Kedar Nath Chatterji; Ad. Mgr. U.C. Chakravarty; Pubd. by Prabasi Press Pvt. Ltd.; Policy: Progressive, Literary Magazine.

Cir. PR 2,200 Prov.

PRABHAT

Bengali Monthly; 50P; Add. 2-C Nabin Kundu Lane, Calcutta-9 (Ben.); Phone 34-2491.

Ad. Rates F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 25, 1/8 Pg. Rs. 15 per insertion; Front cover Rs. 90; Back cover Rs. 80; Inside covers: F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 50; Size 25 cms. x 18.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Ed. Bhupendranath Das; Ad. Mgr. & Pub. A.N. Pal; Policy: Socio-economic, Cultural Review.

Cir. 5,000 Cc (PR 520).

PURNIMA

Hindi Monthly; 40P; Add. P.O. Box No. 6744, Calcutta-7 (Ben.).

Ad. Rates On application.

Mech. Data Pages 60; Print area 20 cms. x 15 cms.; n.c. 3; c. 1. 20 cms.; c.w. 5 cms.; Screen 65 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Satyanand; Ad. Mgr. R.V. Panday; Pub. Gunanand Mishra; Policy: Literary.

Cir. 9,000 Cc (PR 6,838).

RAAG RANG

Hindi Monthly; 45P; Add. 7 Swallow Lane, Calcutta-1 (Ben.); Grams: PANNELLE; Phone 22-5729.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion.

Mech. Data Pages 112; Size 20 cms. x 14 cms.; Print area 16.5 cms. x 11.5 cms.; n.c. 2; c. 1. 16.5 cms.; c.w. 5.75 cms.; Screen 65 to 85; Stereos and Mats accepted.

Gen. Inf. Estd. 1960; Eds. A.K. Jain (Mg. Ed.), Prithivi Nath Shastri & (Mrs.) Sukirti Gupta; Ad. Mgr. M. Sharma; Policy: Independent.

Cir. Not Available.

ROOPLEKHA

Hindi Monthly; 37 P; Add. 16-17 College St., Calcutta-12 (Ben.); Phone 34-4441.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 125 per insertion; Cover Pg. rates etc. on application; Casual Rs. 4 s.c. cm.

Mech. Data Pages 64; Size 25 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. B.L. Shah; Ad. Mgr. (Miss) Basanti Mukherjee; Policy: Cultural & Literature.

Cir. PR 8,250 Prov.

SAMAKALIN

Bengali Monthly; 50P; Add. 24 Chowringhee Rd., Calcutta-13 (Ben.); Phone 23-5155.

Ad. Rates Casual F. Pg. Rs. 125, H. Pg. Rs. 70 per insertion; Contract for one year: F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion; 2nd cover Rs. 250, 3rd cover Rs. 200, 4th cover Rs. 300 per insertion.

Mech. Data Pages 64; Size 24.1 cms. x 19 cms.; Print area 20.4 cms. x 15.3 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. Ananda Gopal Sengupta; Policy: Literary.

Cir. 2,000 Cc (PR 2,000).

SAMHATI

Bengali Monthly; 37P; (yearly subs. Rs. 4); Add. 203/2B Bidhan Sarani, Calcutta-6 (Ben.); Phone 34-5478.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion.

Mech. Data Pages 56; Size 25.4 cms. x 18.9 cms.; Print area 20.32 cms. x 15.24 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 7.62 cms.; Screen 80; Mats and Stereos accepted.

Gen. Inf. Estd. 1934; Ed. & Pub. Suren Niyogi; Ad. Mgr. S. Roy; Policy: Literary & Cultural.

Cir. PR 2,150 Uncertified.

SIKSHAK

Bengali Monthly; 58P; (yearly subs.



The security of Life Insurance is brought
to the people of the plateau,
to the people of the plains,
and to those that live in the mountains and hills,
in cities, towns and villages all over India...
Day after day more and more people come to understand
the meaning of Life Insurance
through the written word, through the spoken word,
through newspapers, magazines, hoardings, posters, films;
through entertainment programmes, mobile vans; and
through the innumerable agents of the Life Insurance Corporation.
This continuing effort of the LIC is reflected in their motto,
"Your welfare is my responsibility"



Life Insurance Corporation of India

Rs. 6.75); Add. 61 Ballygunge Place, Calcutta-19 (Ben.); Grams: SANSKAR; Phone 46-1874.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60 Qr. Pg. Rs. 35 per insertion; Back cover Rs. 250, 2nd & 3rd covers Rs. 200 & Rs. 175 respectively per insertion; Other Spl. pos. rates on application.

Mech. Data Pages 80; Size 23 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen upto 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Prop. (Prof.) M. Rai Choudhari; Ad. Mgr. Sushil Ray Choudhury; Policy: Education & Culture.

Cir. 14,000 Cc (PR 11,721).

SUKTARA

Bengali Monthly; 50P; Add. 11 Jhamapooker Lane, Calcutta-9 (Ben); Phone 35-3653.

Ad. Rates Casual F. Pg. Rs. 250 H. Pg. Rs. 150 per insertion; Contract F. Pg. Rs. 225, H. Pg. Rs. 125 per insertion; Back cover Rs. 800, Inside covers Rs. 600 each.

Mech. Data Pages 80; Size 20.5 cms. x 16.5 cms.; Print area 17.5 cms. x 12.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. Madhusudan Mazumdar; Pubd. by Dev Sahitya Kutir Pvt. Ltd.; Policy: Children's magazine.

Cir. PR 28,000 Prov.

UDYOG BHARATI

Hindi Monthly; 50P; (yearly subs. Rs. 6); Add. 161/1 Mahatma Gandhi Rd., Calcutta-7 (Ben.); Grams: CENT-PUBLIS; Phones 33-5805, 33-8082.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion; Further details on application.


Mech. Data Pages 64; Size 25 cms. x 15.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65 (ord.) 133 (art); Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. & Pub. K.P. Srivastava; Ad. Mgr. S.P. Srivastava; Policy: Commerce & Industry.

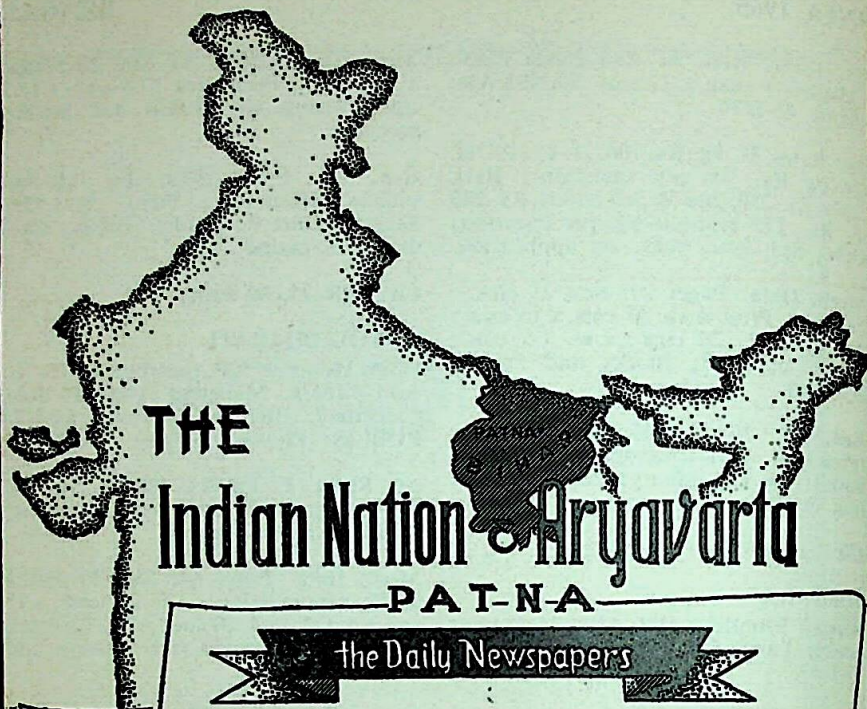
Cir. Not available.

ask for

PHILIPS



PHILIPS INDIA LIMITED



which are the mighty twin media that take your message far and wide. You are cordially invited to use them especially in reaching Traders, Manufacturers and Exporters in BIHAR, the RUHR of India. Here MINERALS abound. JUTE, SUGAR and TOBACCO are produced, Asia's BIGGEST STEEL WORKS fabricate millions of tons of steel, gigantic oil refineries are going up, PAPER and CEMENT factories work round the clock and power stations dotted all over the countryside send out energy for its humming industries.

THESE MIGHTY TWINS ARE THE REGION'S COURIERS Because they enjoy the most responsive readership, because they are unrivalled in prestige & influence, because they have state wide circulation, because their rates are economical. Advertisements in these columns ensure record results. They are A. B. C. Members.

Bihar

DAILY NEWSPAPERS

English

INDIAN NATION

ABC

English Morning; 14P; Add. Mazharul Haq Path, Patna (Bih.); Grams: NATION; Phones 22351, 22367 & 22576.

Ad. Rates Casual upto 149 cms. Rs. 6 s.c.cm.; Contract 150 cms. & over Rs. 5 s.c.cm.; Ear Panels: Front Pg. (5 cms. x 5 cms.) upto 12 insertions Rs. 50, 13 to 26 insertions Rs. 42, 26 to 52 insertions Rs. 35, 52 insertions & over Rs. 28 per insertion; Ear Panels: Back Pg. (10 cms. x 2.5 cms.) upto 12 insertions Rs. 40, 13 to 26 insertions Rs. 35, 26 insertions & over Rs. 28 per insertion; Spl. pos. 50 % extra; Solus pos. on editorial Pg. 100% extra; Spl. pos. other than on Front Pg. and Editorial Pg. 25% extra; Reader ads. Rs. 10 s.c.cm.; Company Prospectuses Rs. 6.50 s.c.cm.

Mech. Data Pages (Daily) 8, (Sundays) 12; Size 60 cms. x 42 cms.; Print area 56 cms. x 40 cms.; n.c. 8; c. 1. 56 cms.; c.w. 4.87 cms.; Screen 55 to 65; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1903; Ed. (Dr.) Sachin Sen; Ad. Mgr. Ramanath Jha; Pubd. by The Newspapers & Publications Pvt. Ltd.; Policy: Independent Nationalist; Member: IENS.

Cir. ABC (July-Dec. '64) 33,228 (PR '29,890).

SEARCHLIGHT

English Morning; 14P; Add. Budh Marg, P.O. Box No. 43, Patna-1 (Bih.); Grams: SEARCHLIGHT; Phones 23314 & 22538.

Ad. Rates Casual 1 to 124 cms. Rs. 4.20 s.c.cm.; Contract 125 cms. & over Rs. 3.20 s.c.cm.; Reader ads. Chair-

man's Speeches, Prospectuses, Notices etc. Rs. 7 s.c.cm.; Ear Panels (4.4 cms. x 4.87 cms.) 1 to 25 panels Rs. 15 per panel; 26 to 51 panels Rs. 12 per panel; 52 panels or more Rs. 10 per panel; Spl. pos. Front Pg. 50% extra; Front Pg. solus 75% extra; Colour ads. rates etc. on application.

Mech. Data Pages (Daily) 8, (Sundays) 12; Size 55 cms. x 44 cms.; Print area 52.5 cms. x 40 cms.; n.c. 8; c. 1. 52.5 cms.; c.w. 4.87 cms.; Screen 55 to 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1918; Ed. T.J.S. George; Ad. Mgr. A.K. Pandey; Pubd. by Behar Journals Ltd.; Policy: Independent Nationalist; Member: IENS & AINEC.

Cir. 12669 Cc (PR 9,342 Prov.).

Language

ARYAVARTA

ABC

Hindi Morning; 12P; Add. Mazharul Haq Path, Patna (Bih.); Grams: ARYAVARTA; Phones 22351 & 22576.

Ad. Rates Casual upto 149 cms. Rs. 6 s.c.cm.; 150 cms. & over Rs. 5 s.c.cm.; Ear Panels: Front Pg. (5 cms. x 5 cms.) upto 12 insertions Rs. 50, 13 to 26 panels Rs. 42, 26 to 52 panels Rs. 35, 52 panels & over Rs. 28 per insertion; Ear Panels: Back Pg. (10 cms. x 2.5 cms.) upto 12 panels Rs. 40, 13 to 26 panels Rs. 35, 27 panels & over Rs. 28 per insertion; Spl. pos. 50% extra; Editorial Pg. (solus 15 cms. on top) 100% extra; Front Pg. 50% extra; Reader ads. Rs. 9 s.c.cm.; Prospectuses etc. Rs. 5.25 s.c.cm.

Mech. Data Pages (weekdays) 8, (Sundays) 12; Size 60 cms. x 42 cms.; Print area 56 cms. x 40 cms.; n.c. 8; c. 1. 56 cms.; c.w. 4.87 cms.; Screen 55 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939; Ed. Pt. Shrikant Thakur Vidyalankar; Ad. Mgr. Ramnath Jha; Pubd. by The Newspapers & Publications Pvt. Ltd.; Policy: Independent Nationalist; Member: IENS.

Cir. ABC (July-Dec '64) 48,711 (PR 49,489).

DAILY AWAZ

Hindi Morning; 7P; Add. Prithviraj Path, Patna-3 (Bih.); Grams: AWAZ; Phone 23277.

Ad. Rates Casual 1 to 149 cms. Rs. 3.50 s.c.cm.; 150 cms. & over Rs. 2.90 s.c.cm.; Spl. pos. Front Pg. 50% extra; Solus pos. on Front & Editorial Pages 100% extra; Ear Panels: front Pg. 13 panels or more in 3 months Rs. 15 per panel, 26 panels or more in 6 months Rs. 12 per panel, 52 panels or over in a year Rs. 10 per panel; Reader ads. Rs. 5 s.c.cm.

Mech. Data Pages 6; Size 85 cms. x 55 cms.; Print area 40 cms. x 50 cms.; n.c. 8; c. 1. 50 cms.; c.w. 5 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. & Pub. Guru Prasad Uppal; Ad. Mgr. M. Dass; Policy: Independent.

Cir. 11,000 Cc (PR 9,401).

NAVARASHTRA

Hindi Morning; 8P; Add. Rajendra Path, Patna-1 (Bih.); Phone 23420.

Ad. Rates Casual upto 125 cms. Rs. 2.50 s.c.cm.; Contract 125 cms. & over Rs. 1.80 s.c.cm.; Govt., Financial & Public Notices, Prospectuses etc. Rs. 3 s.c.cm.; Reader ads. Rs. 5 s.c.cm.; Spl. pos. Front Pg. 50% extra; Other specified pos. 25% extra.

Mech. Data Pages 6; Size 55 cms. x 43 cms.; Print area 50 cms. x 39 cms.; n.c. 8; c. 1. 50 cms.; c.w. 5 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. D.P. Singh; Ad. Mgr. N.N. Varma; Pubd. by Navarashtra Publishing Co. Ltd.; Policy: Progressive & Independent.

Cir. 7,681 Cc (PR 12,490);

PRADEEP

Hindi Morning; 10P; Add. Budh Marg, P.O. Box No. 43, Patna-1 (Bih.); Grams: BEHAJOURNAL; Phones 23413, 23314.

Ad. Rates Casual 1 to 124 cms. Rs. 2 s.c.cm.; Contract 125 cms. & over Rs. 1.40 s.c.cm.; Govt. & Public Notices, Prospectuses, etc. Rs. 3.20 s.c.cm.; Reader ads. such as Chairman's Speeches etc. Rs. 4 s.c.cm.; Ear Panels: Front Pg. 1 to 25 panels Rs. 10, 26 to 51 panels Rs. 8, 52 panels or over Rs. 7 per panel; Front Pg. solus 75% extra; Front Pg. 50% extra; Colour ads. rates etc. on application.

Mech. Data Pages 8; Size 55 cms. x 44 cms.; Print area 52.5 cms. x 40 cms.; n.c. 8; c. 1. 52.5 cms.; c.w. 4.87 cms.; Screen 55 to 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. R.S. Sharma; Ad. Mgr. A.K. Pandey; Pubd. by Behar Journals Ltd.; Policy: Independent Nationalist; Member: IENS.

Cir. 10,097 Cc (PR 8,732).

SADA-E-AAM

Urdu Morning; 10P; Add. P.O. Box No. 38, Patna-4 (Bih.); Grams: SADA-E-AAM; Phones 2-2395, 2-5235.

Ad. Rates Casual 1 to 500 cms. Rs. 2.60 s.c.cm.; Contract 500 cms. & over Rs. 2.20 s.c.cm.; Entertainment Ads. Rs. 1.60 s.c.cm.

Mech. Data Pages 6; Size 50, cms. x 75 cms.; Print area 47.5 cms. x 34 cms.; n.c. 6; c. 1. 47.5 cms.; c.w. 5.6 cms.; Screen 60 to 65; Blocks and Stereos accepted.

Gen. Inf. Eds. M. Marghoob & S. Razi Haider; Mgr. M. Matin Khan; Ad. Mgr. R.S. Sinha.

Cir. 7,038 Cc (PR 5,031 Prov.).

SANGAM

Urdu Morning; 10P; Add. Lalazar Manzil, Patna-4 (Bih.); Grams: SANGAM; Phone 23907.

Ad. Rates On application.

Mech. Data Pages 4; Size 50 cms. x 37.5 cms.; Print area 47.5 cms. x 37.5 cms.; n.c. 6; c. 1. 47.5 cms.; c.w. 5.6 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Converted into Daily from 1962; Ed. & Pub. Ghulam Sarwar; Ad. Mgr. E.A. Khan; Policy: Independent.

Cir. 9,000 Cc (PR 1,996).

SATHI
Urdu Morning; 10P; Add. P.O. Box No. 21, Patna-4 (Bih.); Grams: SATHI; Phone 22280.

Ad. Rates On application.

Mech. Data Pages (Daily) 4, (Fridays) 6; Size 50 cms. x 37.5 cms.; Print area 47 cms. x 34 cms.; n.c. 7; c. 1. 47 cms.; c.w. 5 cms; Screen 55 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. Khalid Rashid Saba; Policy; Nationalist.

Cir. 16,000 Cc (PR 9,500 Prov.).

CONSUMER PUBLICATIONS

WEEKLIES

English

NATIONAL LIFE LINE
English Weekly; 25P; Add. J.N. Lall Rd. Kadamkuan, Patna-3 (Bih.); Grams: LIFE LINE; Phone 26435.

Ad. Rates On application.

Mech. Data Pages 12; Size 42.5 cms. x 27.5 cms.; Print area 38.75 cms. x 25.75 cms.; n.c. 4; c. 1. 38.75 cms.; c.w. 5 cms.; Screen 65; Stereos, Blocks & Mats accepted.

Gen. Inf. Estd. 1961; Ed. (Mrs.) Vimla Sahay; Ad. Mgr. G.S. Verma; Policy: Nationalist.

Cir. 7,000 Cc (PR 6,999).

NEW REPUBLIC
English Bi-weekly—Wednesdays &

Saturdays; 15P; Add. Main Rd., Ranchi (Bih.); Grams: REPUBLIC; Phone 552.

Ad. Rates Upto 149 cms. Rs. 3.20 s.c.cm.; 150 cms. & over Rs. 2.60 s.c.cm.; Ear Panels: Front Pg. (5 cms. x 6.5. cms.) 1 to 25 panels Rs. 17, 26 to 52 panels Rs. 14, 53 panels & over Rs. Rs. 12 per panel; Back Pg. (9 cms. x 4 cms.) 1 to 25 panels Rs. 14, 26 to 52 panels Rs. 12, 53 panels & over Rs. 10 per panel; Public and Legal Notices Rs. 3.20 s.c.cm.

Mech. Data Pages 8; Size 50 cms. x 37.5 cms.; Print area 47.5 cm. x 35 cms.; n.c. 7; c.1. 47.5 cms.; c.w. 4.75 cms.; Screen 60 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. N.N. Sen Gupta; Ad. Mgr. S.K. Das Gupta; Pubd. by The Republic Pvt. Ltd.; Policy: Independent.

Cir. 8,500 Cc (PR 1,981).

NEW SKETCH

English Weekly—Mondays; 50P; Add. P.O. Box No. 26, Dhanbad (Bih.); Grams: NEWS; Phones 2575, 2830.

Ad. Rates Casual 1 to 100 cms. Rs. 1.50 s.c.cm.; 101 cms. to 200 cms. Rs. 1.40 s.c.cm.; 201 cms. to 400 cms. Rs. 1.25 s.c.cm.; 401 cms. & over Re. 1 s.c.cm.; Spl. pos. rates on application.

Mech. Data Pages 40; Size 25 cms. x 18.75 cms.; Print area 21 cms. x 15 cms.; n.c. 2; c.1. 21 cms.; c.w. 7.5 cms.; Screen 85 to 90; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Ed. S.C., Mallik; Ad. Mgr. A.B. Sengupta; Pubd. by S.C. Mallik & others; Policy: Nationalist.

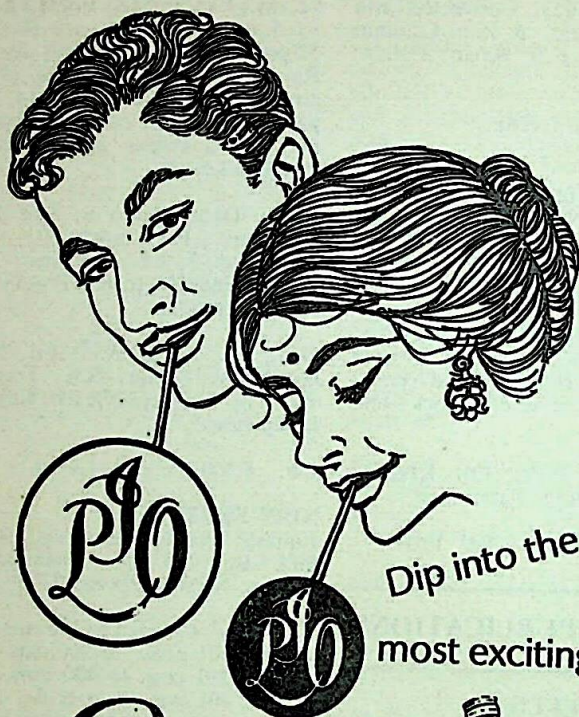
Cir. 5,376. Cc (PR 2,000).

Language

AAINA
Hindi Weekly; 10P; Add. Sahu Road, Muzaffarpur (Bih.); Phone 129.

Ad. Rates On application.

Mech. Data Pages 6; n.c. 4; Blocks, Stereos and Mats accepted.



Orange Squash

"LEMON-PINEAPPLE"
"MANGO SQUASH JUICE" "GUAVA JELLY"
"and various Other Products."

AVAILABLE AT ALL IMPORTANT SHOPS OF ALL PLACES



FOR BUSINESS DEALS PLEASE CONTACT

JOINT DIRECTOR OF AGRICULTURE (FRUIT PRESERVATION)
GOVT. OF ORISSA, BHUBANESWAR.

PHONE. NO. 603.

Gen. Inf. Estd. 1962; Ed. Kanhaiya Sharan; General Mgr. M.P. Thakur; Policy: Constructive Criticism with National Outlook.

Cir. 9,225 Cc (PR Not available).

ANGAR WEEKLY

Hindi & English Weekly; (Hindi) 12P; (English) 6P; Add. Angar, Motihari, Champaran (Bih.); Grams: ANGAR; Phone 19.

Ad. Rates On application.

Mech. Data Pages (Hindi) 12, (English) 4; Size 30 cms. x 20 cms.; Print area 27.5 cms. x 17.5 cms.; n.c. 2 & 3; c.l. 27.5 cms.; c.w. 5.5 cms. & 8.75 cms.; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1953; Ed. (Hindi) Kumar Kamla Singh; Ed. (English) Anjani Kumar Verma; Ad. Mgr. B.N. Singh; Policy: To support Govt. Policy.

Cir. (Hindi) 5,000, (English) 3,000 Cc (PR 250 Hindi, 500 English).

ATMA

Hindi Cartoon Weekly; 37P; Add. Boring Canal Rd., P.O. Box. No. 48, Patna-1 (Bih.); Grams: ATMA; Phone 24891.

Ad. Rates On application.

Mech. Data Pages 20; Size 28 cms x 22 cms.; Print area 24 cms. x 19 cms.; n.c. 4; c. 1. 24 cms.; c.w. 4.5 cms.; Screen (Body) 80, (Cover) 100; Blocks, Stereos & Mats accepted.

Gen. Inf. Estd. 1961; Ed. Atma Nand Singh; Ad. Mgr. J.P. Singh; Policy: Nationalist, Independent & Constructive.

Cir. 5,648 Cc (PR 5,381).

AWAZ

Hindi Weekly—Fridays; 16P; Add. Hirapur, Dhanbad (Bih.); Grams: AWAZ; Phone 2981.

Ad. Rates On application.

Mech. Data Pages 10; Print area 35 cms. x 23 cms.; c.l. 35 cms.; c.w. 5.75 cms.; n.c. 4; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1947; Ed. Brahamdeo Sinha Sharma; Ad. Mgr. D.N. Sinha; Policy: Independent.

Cir. 4,007 Cc (PR 2,271 Uncertified).

HIMALAYA SANDESH

Hindi Weekly—Sundays; 15P; Add. Pirmuhani, Patna-3 (Bih.);

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1959; Mg. Ed. Vijay Kishore; Pub. Bishwanath Lal; Ad. Mgr. K.K. Shahi; Policy: Independent.

Cir. 15,800 (PR 2,500 Prov.).

JANMAT

Hindi Weekly; 16P; Add. Manaitand Rd., Dhanbad (Bih.); Grams: JANMAT; Phone 2577.

Ad. Rates On application.

Mech. Data Pages 16; Size 27.5 cms. x 22.5 cms.; Print area 25 cms. x 20 cms.; n.c. 3; c. 1.25 cms.; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1958; Ed. Bikrama Ditya Lal; Ad. Mgr. K.K. Srivastava; Policy: Independent; Member: AINEC.

Cir. 6,000 Cc (PR 6,000 uncertified).

MITHILA MIHIR

Maithili Weekly; Add. Mazharul Haq Path, Patna (Bih.); an allied publication of Indian Nation & Aryavarta; Grams: MIHIR; Phone 22351.

Ad. Rates 1 to 149 cms. Rs. 2.40 s.c. cm.; 150 cms. to 499 cms. Rs. 2 s.c. cm.; Contract 550 cms. & over Rs. 1.60 s.c.cm.

Mech. Data Pages 28; Size 27 cms. x 22 cms.; Print area 25 cms. x 20 cms.; n.c. 4; c. 1. 25 cms.; c.w. 4.87 cms.; Screen (Inside Pgs.) 65, (Cover) 100; Mats and Stereos accepted.

Gen. Inf. Estd. 1908, revived 1960; Pubd. by The Newspapers & Publications Pvt. Ltd.

Cir. 5,000 Cc (PR 1,980).

NAYA RASTA
Hindi Weekly; 5P; Add. Jamshedpur-2 (Bih.).

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1956; Ed. Shankarlal Khirwal; Policy: Independent.

Cir. 6,400 Cc (PR Not available).

NEPAL SANDESH
Hindi Weekly—Mondays; 15P; Add. Fraser Rd., Patna-1 (Bih.); Grams: NEPAL SANDESH; Phone 25546.

Ad. Rates 1 to 249 cms. Rs. 2 s.c.cm.; 250 cms. & over Rs. 1.60 s.c.cm.; Editorial Pg. 50% extra.

Mech. Data Pages 12; Print area 32 cms. x 20 cms.; n.c. 4; c.l. 32 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. Durga Prasad Khaware; Ad. Mgr. R. Prasad; Policy: Independent.

Cir. 8,000 Cc (PR 6,749).

RANCHI EXPRESS
Hindi Weekly; 15 P; Add. (Editl.) Main Rd., Ranchi; (Office & Press) 101, Hazaribagh Road, Ranchi (Bihar); Phone 1101.

Ad. Rates Display: Casual Rs. 2.50 s.c.cm.; Contract 150 cms. & over (in one year) Rs. 2 s.c.cm.; Spl. pos. Front Pg. (min. 10 cms. x 2 cols.) 50% extra, Last Pg. 25% extra, Pg. facing editorial 25% extra, Top of editorial 50% extra; Classified ads. (min. 4 lines) Rs. 1.20 per line first insertion, Re. 1 per line all subsequent insertions; Public Notifications, Tender Notices, etc. from Govt., Semi-Govt. Institutions and Departments, Local bodies, Railways, etc. Rs. 2.50 s.c.cm.; Colour ads. (only for first and last Pgs.) 2 colours 50% extra; Spl. ads.: F. Pg. Rs. 400, H.Pg. Rs. 200.

Mech. Data Pages 12; Size 45.5 cms. x 28 cms.; Print area 40 cms. x 25 cms.; n.c. 5; c.l. 40 cms.; c.w. 4.87 cms.;

Screen 65; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1963; Ed. Balbir Dutt; Ad. Mgr. V. Kumar; Policy: Independent.

Cir. 9,000 Cc (PR 4,000 uncertified).

ADVERTISEMENT

A Statement by the Publisher

Published from Ranchi, the heart of fast developing Ruhr of India, **RANCHI EXPRESS** (Estd. in 1963) has become the most popular and highest circulated news magazine of Bihar.

Its circulation has shot up by more than 400% in the 1½ years and is still rising progressively. It has also good circulation in the States adjoining Bihar. This widely read weekly news magazine is a very powerful medium of advertisement for Commercial and Industrial Undertakings interested in this nerve centre of Industrial India.

RANCHI EXPRESS, run by Ranchi Prakashan Private Limited with its own printing press (Express Printing Works), has built up a worthwhile reputation by its independent and dynamic editorial policy. Its enlightening articles and distinctively attractive features, together with its accuracy, originality, topicality and integrity of news coverage, have earned high trust and respect of its readers.

ROSHNI
Urdu Weekly—Saturdays; 10P; Add. Sabzibagh, Bankipur, Patna-4 (Bih.); Grams: ROSHNI; Phone 23025.

Ad. Rates Casual upto 250 cms. Rs. 2.25 s.c.cm.; Contract 250 cms. & over Rs. 2 s.c.cm.; Company Meetings, Reports and Public Notices etc. Rs. 2 s.c.cm.; Govt. & Semi-Govt. Notices etc. Rs. 3 s.c.cm.; Ear Panels: Front Pg. casual Rs. 5 per panel; 15 or more panels Rs. 4 per panel.

Mech. Data Pages 6; Size 50 cms. x 75 cms.; Print area 45 cms. x 38 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. S. Motiur

Rahman Shamim ; Ad. Mgr. S. Mojibul Hassan ; Pub. Anwar Zaidi ; Policy : Nationalist.

Cir. 7,627 Cc (PR Not Available).

UTTAR BIHAR

Hindi Weekly ; 19P ; Bdd. Buddha Marg, Patna-1 (Bih.) ; Phone PT. 25743.

Ad. Rates Casual Rs. 2.50 s.c.cm. ; Contract Flat rate Rs. 2 s.c.cm.

Mech. Data Pages 16 ; Size 38 cms. x 25 cms. ; Print area 32.5 cms. x 20 cms. ; n.c. 4 ; c.l. 32.5 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952 ; Ed. Ram Rijhan Rasoolpuri ; Ad. Mgr. B. Amresh ; Pub. (Mrs.) Madhuri Sinha ; Policy ; Nationalist.

Cir. 11,333 Cc (PR 10,250).

YOGI

Hindi Weekly—Saturdays ; 20P ; Add. Buddha Marg., Patna-1 (Bih.) ; Phone 4466.

Ad. Rates Casual 1 to 249 cms. Rs. 2.50 s.c.cm. ; Contract 250 cms. & over Rs. 2 s.c.cm. ; Govt. Railway and other Public Notices Rs. 3 s.c.cm.

Mech. Data Pages 28 ; Size 38 cms. x 25 cms. ; Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Screen 65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1934 ; Ed. Braj Shanker Verma ; Ad. Mgr. H. V. Sharma ; Pubd. by Bihar Printers (Private) Ltd. ; Policy : Progressive Nationalist.

Cir. 15940 Cc (PR 14,625 Prov.).

YUGANTAR

Hindi Weekly ; 20P ; Add. Navyug Press, Gandhi Rd, P.O. Jharia, Dist. Dhanbad (Bih.).

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1950 ; Ed. Mukut Dhari Singh ; Policy : Independent.

Cir. 6,000 Cc (PR 6,000).

OTHER PERIODICITIES

Language

BALAK

Hindi Monthly ; 40P ; Add. P.O. Box No. 5, Patna-4 (Bih.) ; Phones 22374 & 24347.

Ad. Rates F. Pg. Rs. 200 ; 2nd & 3rd covers Rs. 250 each ; Last cover Rs. 400 per insertion.

Mech. Data Pages 52 ; Print area 18 cms. x 13 cms. ; n.c. 2 ; c.l. 18 cms. ; c.w. 6.5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Ed. S. S. Singh ; Policy : Children's Magazine.

Cir. 20,000 Cc (PR Not available).

JYOTSNA

Hindi Monthly ; 50 P ; Add. N. P. Colony, Bakerganj, Patna-4. (Bih.) ; Grams : JYOTSNA ; Phone 25320.

Ad. Rates F. Pg. Rs. 150 ; H. Pg. Rs. 80 per insertion ; 2nd & 3rd covers Rs. 200 each ; 4th cover Rs. 350 per insertion ; 25% extra for each colour.

Mech. Data Pages 72 ; Size D/C Octavo ; Print area, 20.32 cms. x 15.24 cms. ; n.c. 2 ; c.l. 20.32 cms. ; c.w. 7.62 cms. ; Screen upto 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. & Pub. Shibendra Narayan ; Ad. Mgr. G. Narayan ; Policy : Social-cum-family.

Cir. 12,026 Cc (PR 10,150).

KISHORE

Hindi Monthly ; 40P ; Add. Bal-Shiksha Samiti, Patna-4 (Bih.) ; Grams : GRANTHAMALA ; Phone 24439.

Ad. Rates F. Pg. Rs. 80, H. Pg. Rs. 45 ; Qr. Pg. Rs. 25 per insertion ; First cover 50% extra ; Last cover 35% extra.

Mech. Data Pages 40 ; Size 25 cms. x 18.75 cms. ; Print area 20 c. ms. x 15 cms. n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 60 to 120 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937 ; Ed. Devakumar Mishra ; Joint Ed. Jainarain Pandey ; Ad. Mgr. Ayodhya Prasad Jha ; Pubd. by Bal Shiksha Samiti ; Policy : Educative & Literary.

Cir. 10,000 Cc (PR 6,000).

Star performers for North Indian markets !

The Hindustan Times
Publications !

नंदन

The Hindustan Times
Evening News

हिन्दुस्तान

The
Hindustan Times

साप्ताहिक
हिन्दुस्तान

वादम्बिनी

In 214, important towns in Delhi, Uttar Pradesh, Punjab, Rajasthan, Jammu & Kashmir and Madhya Pradesh, the Hindustan Times publications surpass any other medium, local or national. An influential group of newspapers serving the citizen, the advertisers, Government officials and business circles in India, these publications constitute the best medium to reach the very people who do the thinking, the planning, the spending in this country.

Delhi

DAILY NEWSPAPERS

English

HINDUSTAN TIMES

ABC

English Morning ; 16P ; Add. P. O. Box No. 40 ; Connaught Circus, New Delhi-1 ; Grams : HINTIMES ; Phones 40091-7.

Ad. Rates Casual Rs. 14 s.c.cm. ; Contract 125 cms. & over Rs. 12.80 s.c.cm. ; Prospectuses, Financial, Company Reports Rs. 20 s.c.cm. ; Spl. pos. : Front Pg. (min. 20 cms. x 3 cols. ; max. 25 cms. x 3 cols.) 100% extra ; Editorial Pg. (min. 15 cms. x 2 cols., max. 25 cms. x 2 cols.) 50% extra ; Ear Panels Front Pg. (4.4 cms. x 4.87 cms.) Casual : Rs. 93 per insertion ; Contract 26 insertions Rs. 84 per insertion ; Pg. facing leader (min. 75 cms.) Solus 75% extra ; Semi-solus (min. 75 cms.) 50% extra ; Back Pg. 50% extra ; Any other specific Pg. 25% extra ; Top of advertising col. 25% extra ; Guaranteed Sunday insertions 20% extra ; Magazine Section : Front Pg. (max. 25 cms. x 3 cols.) 50% extra.

Mech. Data Pages 12 ; Size 58 cms. x 41 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1924 ; Ed. S. Mulgaokar ; Ad. Mgr. Dhan Raj ; Pubd. by The Hindustan Times Ltd., New Delhi ; Policy : Independent Nationalist ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 1,12,630 (PR 1,06,709).

HINDUSTAN TIMES EVENING NEWS

English Evening ; 5 P ; Add. P.O. Box

No. 40, Connaught Circus, New Delhi-1
Grams : TIMES ; Phones 40091-7.

Ad. Rates Casual : Rs. 1.60 s.c.cm. ; Contract 125 cms. & over Rs. 1.20 s.c.cm. ; Spl. pos. Front Pg. (6 cms. 2 cols.), bottom cover Rs. 3.20 s.c.cm.

Mech. Data. Pages 4 ; Size 1203.5 cms. Print area 38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 4.87 cms. ; Screen 55 to 65 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1944 ; Ed. S. Mulgaokar
Ad. Mgr. Dhan Raj ; Pubd. by The Hindustan Times Ltd. ; Policy : Nationalist.

Cir. (PR 3,070).

INDIAN EXPRESS

ABC

Delhi edn. ; English Morning ; (Sunday edn. known as SUNDAY STANDARD) ; (Weekdays) 13P. (Sundays) 16P ; Add. Express Bldg., Mathura Rd., New Delhi-1 ; Grams : PRESSNEWS ; Phone 273931.

Ad. Rates Casual Rs. 6 s.c.cm. ; Contract 250 cms. & over Rs. 5 s.c.cm. ; Company Prospectuses & Announcements Rs. 8 s.c.cm. ; Reports & Notices of Company Meetings and other announcements Rs. 7 s.c.cm. ; Ear Panels : Front Pg. (5 cms. x 1 col.) 1 to 25 panels Rs. 40 per panel ; Contract 26 panels & over Rs. 35 per panel ; Colour ads. : Black plus extra colour 33-1/3% extra ; Min. Contract space 250 cms.

Mech. Data Pages 10 ; Size 58 cms. x 41 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1953 ; Ed.-in-Chief Frank Moraes ; Gen. Mgr. P. L. Sondhi ; Pubd. by Express Newspapers Ltd. ; Policy : Progressive, Independent & Nationalist ; Member : IENS.

Cir. ABC (July-Dec. '64) Weekdays 60,643, Sundays 55,114. (PR—Weekdays 57,734, Sundays 45,804).

PATRIOT

English Morning ; (Weekdays) 10P ; (Sundays) 13P ; Add. P.O. Box No. 727, Link House, Mathura Rd., New Delhi-1 : Grams : RAIPUB ; Phone 274321.

Ad. Rates Upto 249 cms. Rs. 4.80 s.c.cm. ; Contract 250 cms. and over Rs. 4 s.c.cm. ; Spl. pos. Front Pg. 100% extra in 2 colours (min. 15 cms. x 2 cols.) ; Back Pg. or other specified pos. 25% extra ; Edtl. Pg. 50% extra (Only single col. ads.) ; Prospectuses, Chairman's Speeches, Company Meetings Rs. 7.20 s.c.cm. ; Reader ads. Rs. 8 s.c.cm. ; Situations Wanted Re. 1 per line (min. insertion 3 lines) ; Tenders, Public & Legal Notices and other Classified ads. Rs. 1.50 per line (min. insertion 3 lines).

Mech. Data Pages (weekdays) 8, (Sundays) 12 ; Size 58 cms. x 41 cms. ; Print area 53 cms. x 39 cms. ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 55 to 65 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1963 ; Ed. Edatata Narayanan ; Ad. Mgr. (Mrs.) Perin Romesh Chandra ; Pubd. by Raisina Publications Ltd. ; Policy : Independent.

Cir. 30,000 Cc (PR 25,001).

STATESMAN

ABC English Morning ; Pubd. simultaneously from Calcutta & Delhi ; Add. Statesman House, Connaught Circus, New Delhi-1. Phones 45911-6.

For complete details as to mechanical data, advertisement rates & circulation etc. please see The Statesman, Calcutta, in Bengal State.

TIMES OF INDIA

ABC English Morning ; 16P ; Add. 10 Daryaganj, Delhi ; Phone 274161.

Ad. Rates Display upto 499 cms. Rs. 6 s.c.cm. ; Contract 500 cms. & over Rs. 5 s.c. cm. ; Shipping Pg. upto 499 cms. Rs. 7.50 s.c.cm. ; Contract 500 cms. & over Rs. 6 s.c.cm. ; Company Prospectuses, Reports and Financial

PATRIOT

*India's most
significant daily*

Filling a vital gap in news coverage

THE PEOPLE'S PAPER

AT A POPULAR PRICE

10 Paise Weekdays

13 Paise Sundays

Over 30,000 Circulation

Link House, Mathura Road, New Delhi-1

ads. Rs. 8 s.c.cm. ; Govt., Municipal & Public Notices Rs. 7.50 s.c.cm. for 1st insertion & Rs. 7 s.c.cm. for subsequent insertions ; Business ads. on back Pg. upto 499 cms. Rs. 7.50 s.c.cm. ; Contract 500 cms. & over Rs. 7 s.c.cm. ; For combined rates refer Bombay edn.

Mech. Data Pages 12 ; Size 55 cms. x 41.25 cms. ; Print area 52.5 cms. x 37.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 4.87 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Ed. N. J. Nanporia ; Res. Ed. Sham Lall ; Pubd. by Bennett Coleman & Co. Ltd., ; Policy : Independent ; Member : IENS.

Cir. ABC (July-Dec. '64) 44,108 (PR 42,302).

Language

ALJAMAIT

Urdu Morning ; 13P ; Add. Qasimjan St., Ballimaran, Delhi ; Grams : ALJAMIAT ; Phone 261353.

Ad. Rates Casual Rs. 1.50 s.c.cm. ; Contract Rs. 1 s.c.cm. ; Govt., Municipal & other Public Notices Rs. 1.50 s.c.cm.

Mech. Data Pages 6 to 8 ; Size 50 cms. x 37.5 cms. ; Print area 45 cms. x 35 cms. ; cms. ; n.c 7 ; c.l. 45 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1925 ; Ed. M. Usman Farqualeet ; Ad. Mgr. D. R. Wadhawan ; Pubd. by All-India Jamiat-e-Ulema ; Policy : Nationalist, Muslim (Congress).

Cir. 6,000 Cc (PR 4,287).

DAILY MILAP

Urdu Morning ; Pubd. also from Jullundur & Hyderabad ; (weekdays) 13P, (Sundays) 15 P ; Add. Asaf Ali Rd. : P.O. Box No 205, New Delhi ; Grams : MILAP ; Phone 271237.

Ad. Rates Delhi edn. Casual Rs. 3.60 s.c.cm. ; Contract 250 cms. & over Rs. 2.80 s.c.cm. ; Delhi & Jullundur edns. Casual Rs. 4.40 s.c.cm. ; Contract 250 cms. & over Rs. 3.60 s.c.cm. ; Combined Delhi, Jullundur & Hyderabad edns. : Casual Rs. 5 s.c.cm. ; Contract 250 cms. & over Rs. 4 s.c.cm. ;

Ear Panels (7 cms. x 1 col.) Contract 35 panels or over Delhi edn. Rs. 45 per panel ; Delhi & Jullundur Rs. 55 per panel ; Delhi, Jullundur & Hyderabad edns. Rs. 60 per panel ; Spl. pos. Front Pg. 100% extra ; Solus pos. 50% extra.

Mech. Data Pages (weekdays) 6 to 8, (Sundays) 12 ; Size 51 cms. x 38 cms. ; Print area 47 cms. x 35 cms. ; n.c. 7 ; c.l. 46 cms. ; c.w. 5 cms. ; Screen 60 ; Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1923 ; Ed. Ranbir Singh ; Ad. Mgr. R. D. Chopra ; Props. Om Prakash & S. Mitra ; Pub. Chander Prakash ; Policy : Nationalist ; Member : IENS.

ABC (July-Dec. 64) Delhi edn. 24 658, Jullundur edn. 9,718 (PR Delhi edn. 25,094, Jullundur edn. 11,500 Prov.).

DAILY PRATAP

Urdu Morning ; Pubd. simultaneously from Delhi & Jullundur ; (weekdays) 13P, (Sundays) 15P ; Add. Pratap Bhavan, Mathura Rd., New Delhi ; Grams : DAILPRATAP ; Phones 272641, 274472 ; Jullundur Grams : DAILPRATAP ; Phones 2128, 2619.

Ad. Rates Combined Delhi & Jullundur edns. 3 cms. to 150 cms. Rs. 3.60 s.c.cm. ; Contract 151 cms. & over Rs. 3.20 s.c.cm. ; Govt. & Semi-Govt. Notices, Prospectuses and Public Notices Rs. 4 s.c.cm. ; Front Pg. 100% extra ; separate rates for each edn. ; Delhi or Jullundur 3 cms. to 150 cms. Rs. 3.20 s.c.cm. ; Contract 151 cms. & over Rs. 2.80 s.c.cm. : Public Notices Rs. 3.60 s.c.cm. ; Combined rates for Daily Pratap Delhi & Jullundur and Vir Arjun, Delhi : 3 cms. to 150 cms. Rs. 5.20 s.c.cm. ; Contract 151 cms. & over Rs. 4.80 s.c.cm. ; Public Notices Rs. 5.60 s.c.cm.

Mech. Data Pages 6 to 12 ; Size 50 cms. x 37.5 cms. ; Print area 45 cms. x 34.9 cms. ; n.c. 7 ; c.l. 45 cms. ; c.w. 4.87 cms. ; Screen 65 ; Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1919 ; Ed. & Pub. K. Narendra ; Ad. Mgr. Diwan Brahm Paul ; Policy : Nationalist ; Member : IENS.

INFA 1965

DELHI

Cir. 42,176 Cc (PR Delhi edn. 27,407 ; Jullundur edn. 12,485).

DAILY TEJ

Urdu Evening ; 13P ; Add. Naya Bazar, P.O. Box No. 1112, Delhi-6 ; Grams : TEJ ; Phones : 224248, 226241.

Ad. Rates Casual 1 cm. to 124 cms. Rs. 2 s.c.cm. ; Contract 125 cms. & over Rs. 1.60 s.c.cm. ; Prospectuses, Company Notices Rs. 2 s.c.cm. ; Extra for Spl. Front Pg. 50%, Back 25% ; Leader Pg. right hand corner (10 cms. x 1 col.) 100 % ; Top col. or other guaranteed positions 25% ; Front Pg. Ear Panels (5.50 cms. x 1 col.) : 1 to 25 panels Rs. 15 per panel ; Contract 26 & over Rs. 12.50 per panel ; Colour ads. accepted upto 4 colours in Sunday Edition only 25% extra for each extra colour.

Mech. Data Pages 6 ; Size 76 cms. x 50.5 cms. ; Print area 48 cms. x 35 cms. ; n.c. 7 ; c.l. 48 cms. ; c.w. 4.87 cms. ; Blocks Stereos and Art Pulls (Black & White) accepted.

Gen. Inf. Estd. 1923 ; Ed. Vishwa Bandhu Gupta ; Ad. Mgr. J. P. Gupta ;

Pubd. by Daily Tej Pvt. Ltd., ; Policy : Nationalist in line with the I.N.C. (Progressive Group) ; Member : IENS & AINEC.

Cir. 14,000 Cc (PR 6,222).

DAILY VIR ARJUN

Hindi Morning ; 8 P ; Add. Pratap Bhavan, Mathura Rd., New Delhi ; Grams : DAILPRATAP ; Phones 272641, 274472.

Ad. Rates 3 cms. to 150 cms. Rs. 2.40 cms. ; Contract 151 cms. & over Rs. 2 s.c.cm. ; Prospectuses, Municipal & Public Notices Rs. 2.40 s.c.cm. ; Front Pg. 100% extra.

Mech. Data Pages 6 to 8 ; Size 50 cms. x 37.5 cms. ; Print area 45 cms. x 34.9 cms. ; n.c. 7 ; c.l. 45 cms. ; c.w. 4.87 cms. ; Screen 65 ; Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1954 ; Ed. & Pub. K. Narendra ; Ad. Mgr. Diwan Brahm Paul.

Cir. 23,516 Cc (PR 23,123).



The
Leading
Hindi
Medium
in
North
India !

Hindustan

New Delhi

A Hindustan Times Publication

DAWAT

Urdu Morning ; 13P ; Add. 1525 Sooi-walan, Delhi-6 ; Grams : JAMAAT ; Phone 261052.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract 250 cms. & over (to be consumed within one year) Rs. 1.50 s.c.cm. ; Prospectuses, Company Reports, Balance Sheets etc. Rs. 1.20 s.c.cm.

Mech. Data Pages 6 to 8 ; Size 56 cms. x 37 cms. ; Print area 48.5 cms. x 35 cms. ; n.c. 7 ; c.l. 48 cms. ; c.w. 5.5 cms. ; Screen 60 ; Blocks & Stereos accepted.

Gen. Inf. Ed. Mohammad Muslim ; Ad. Mgr. Iftexhar Ahmad ; Pubd. by Jamaat-e-Islami (Hind).

Cir. 13,000 Cc (PR 3,874).

HINDUSTAN

ABC

Hindi Morning ; 12P ; Add. P. O. Box No. 40, Connaught Circus, New Delhi-1 ; Grams : HINTIMES & HINDNEWS ; Phones 40091-7.

Ad. Rates Display ads. Casual Rs. 7.50 s.c.cm. ; Contract 250 cms. & over Rs. 6.50 s.c.cm. ; Prospectuses, Financial & Company Reports, etc., Rs. 11.50 s.c.cm. ; Spl. pos. Front Pg. (min. 10 cms. x 2 cols., max. 25 cms. x 3 cols.) 50% extra ; Facing Edtl. Pg. (min. 15 cms. x 2 cols., max. 25 cms. x 3 cols.) 50% extra ; Edtl. Top (15 cms. x 5 cms.) 25% extra ; Ear Panels Casual Rs. 32 per panel ; Contract 26 panels & over Rs. 28 per panel ; Ads. in languages other than Hindi 25% extra.

Mech. Data Pages (weekdays) 8, (Sundays) 10 ; size 58 cms. x 41 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 55 to 65 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1936 ; Ed. Ratanlal Joshi ; Ad. Mgr. R. S. Virilley ; Pubd. by The Hindustan Times Ltd., New Delhi ; Policy : Independent Nationalist ; Member : AINEC.

Cir. ABC (July-Dec. '64) 84,893 (PR 81,395).

NAVABHARAT TIMES

ABC

Hindi Morning ; Pubd. simultaneously

from Bombay & Delhi ; Add. 10 Daryaganj, Delhi ; Phone 274161.

For complete details as to mechanical data, advertisement rates and circulation etc. please see Navbharat Times, Bombay, in Maharashtra State.

WEEK-END NEWSPAPERS

English

SUNDAY STANDARD

ABC

Delhi edn. ; English Sunday Morning ; 16P ; (Daily edn. known as INDIAN EXPRESS) ; Add. Express Bldg., Mathura Road, New Delhi-1 ; Grams : PRESSNEWS ; Phone 273931.

For complete details as to mechanical data, advertisement rates & circulation etc., please see INDIAN EXPRESS under daily newspapers, Delhi.

CONSUMER PUBLICATIONS

WEEKLIES

English

CENTURY

English Weekly ; 25P ; Add. E-2/22 Jhandewalan Extension, New Delhi-1 ; Grams : CENPUBLISH ; Phone 55785.

Ad. Rates Ord. pos.. F. Pg. Rs. 500, H. Pg. Rs. 275, Qr. Pg. Rs. 150 ; Single Column Rs. 175 ; Casual Rs. 6.50 s.c.cm. ; Contract Rs. 5 s.c.cm. ; (applicable to 500 cms. consumed a year) ; Spl. pos. Back cover Rs. 650 ; Inside back cover Rs. 600 ; Colour printing F. Pg. 25% extra per colour.

Mech. Data Pages 28 ; Size 32 cms. x 23 cms. ; Print area 26 cms. x 18 cms. ; n.c. 3 ; c.l. 26 cms. ; c.w. 6 cms. ; Screen 80 to 100 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1963 ; Ed. B. M. Kakar ; Pubd. by the Century Printing & Publishing Co. Pvt. Ltd., New Delhi.

Cir. PR 4,637.

COMMERCE & INDUSTRY

English Weekly ; Wednesdays ; 50P ;
(yearly subs. Rs. 24), (Abroad Rs. 36) ;
Add. M-110 Connaught Circus, New
Delhi-1 ; Grams : EILES.

Ad. Rates Contract rate Rs. 2.40 s.c.
cm.

Mech. Data Pages 12 ; Size 37 cms. ;
x 25 cms. ; Print area 31.5 cms. x 21.5
cms. ; n.c. 4.

Gen. Inf. Estd. 1933 ; Ed. & Mg. Dir.
(Dr.) Lanka Sundaram.

Cir. Not available.

DELHI TIMES

English Weekly ; 10P ; Add. 1 Old Faiz
Bazar Rd., Daryaganj, Delhi-6 ; Grams :
DELHI TIMES ; Phone 223421.

Ad. Rates Casual upto 247.5 cms. Rs.
2 s.c.cm. ; Contract 250 cms. & over
Rs. 1.60 s.c.cm. ; Spl. pos. Top col.
10% extra ; Sol. pos. : inner Pg. 50%
extra, Edtl. Pg. 100%, Front Pg. 100%
extra.

Mech. Data Pages 12 ; Size 44 cms. x
28 cms. ; Print area 37 cms. x 25 cms. ;
n.c. 5 ; c.l. 37 cms. ; c.w. 5 cms. ; Screen
65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. & Pub. A. R.
Nair ; Ad. Mgr. V. P. Varma ; Policy :
Nationalist.

Cir. 5,000 Cc (PR 2,000).

EASTERN ECONOMIST

English Weekly—Fridays ; Rs. 1.25 ;
Add. United Commercial Bank Bldg.,
Parliament St., New Delhi ; Grams :
RESEARCH ; Phones 44984, 48489.

Ad. Rates Contract 1 to 250 cms. Rs.
8 s.c.cm. ; 251 cms. to 500 cms. Rs. 5
s.c.cm. ; 501 cms. to 1,000 cms. Rs.
4 s.c.cm. ; 1,001 cms. & over Rs. 3.50
s.c.cm. ; Company Meetings, Company
Notices, Balance Sheets, etc. Rs. 10 s.c.
cm. ; Cover Pgs. (Colour for 52 or
26 insertions in a year) 4th cover Rs. 400,
2nd & 3rd covers Rs. 350 each per
insertion.

Mech. Data Pages 40 to 56 ; Print area
26 cms. x 20 cms. ; n.c. 2 ; c.l. 26 cms. ;

c.w. 9.5 cms. ; Screen 65 ; Blocks, Mats
and Stereos accepted.

Gen. Inf. Estd. 1943 ; Ed. V. Balasubra-
manian ; Pubd. by The Eastern Eco-
nomist Ltd., ; Policy : Economic &
Financial ; Member: IENS & AINEC.

Cir. 5,800 Cc (PR 3,938 Uncertified).

ADVERTISEMENT**A Statement by the Publisher**

EASTERN ECONOMIST, which will
complete 22 years of publication in May
1965, is a widely circulated economic
journal, with a readership well distribu-
ted over all the States. It has also
the largest foreign circulation in its
class. Eastern Economist is a journal of
analysis as well as record. While its
primary purpose is to give a lead in
national thinking on the economics
of development, it recognizes and caters
to the need felt by scholars, businessmen,
politicians and officials for a reliable
periodical of information to which re-
ference could be fruitfully made for
details of all important developments
in the economic world. Eastern Econo-
mist expresses its views firmly and with
forthrightness, but it does not force
them on its readers ; its policy is to let
them have the facts and the arguments.
It respects its readers' right to think
for themselves ; it only claims the pri-
vilege to make them think.

FLAME

English Weekly—Thursdays ; 20P ; Add.
17 Tolstoy Marg, P.O. Box No. 83,
New Delhi-1 ; Grams : FORTH-
RIGHT ; Phone 44014.

Ad. Rates 1 to 247.5 cms. Rs. 2.40 s.c.
cm. ; Contract 250 cms. & over Rs. 2
s.c.cm. ; Front Pg. Solus (min. 10 cms.
x 2 cols., max. 15 cms. 3 cols.) 50%
extra ; Back Pg. Solus (min. 10 cms.
x 2 cols., max. F. Pg.) 25% extra ;
Public Notices, Company Reports etc.
Rs. 2.40 s.c.cm.

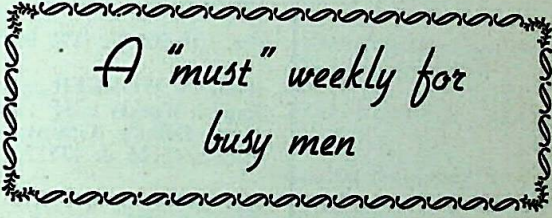
Mech. Data Pages 12 ; Size 42.5 cms. x
27.5 cms. ; Printarea 37.5 cms. x 25
cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 5 cms. ;
Screen 65 to 85 ; Mats and Stereos
accepted.

FOR BUSY READERS

THOUGHT

MEANS A WEEKLY OPPORTUNITY

THOUGHT gives not only an insight into the week's events, both national and international. It also provides impetus to clear thinking on the problems of the day. Its regular features on literature and the arts are an attraction to the intellectual and the enlightened.



*A "must" weekly for
busy men*

THOUGHT has on its subscribers' list

- ★ administrators
- ★ politicians
- ★ businessmen
- ★ judges and lawyers
- ★ professors, men of letters and artists

Annual Subscription Rs. 13.

Single issue 27 P.

THOUGHT 35, Netaji Subhash Marg, DELHI-6.

London Representatives:

PUBLISHING & DISTRIBUTING CO. LTD.,
177, Regent Street, LONDON

Reach out through the pages of **LINK**—the only newsmagazine of its kind in India—to a wide and discriminating readership whose opinions influence others.



Advertise in :

LINK
INDIAN NEWSMAGAZINE

Gen. Inf. Estd. 1959 ; Ed. V. P. Chawla ; Ad. Mgr. H. L. Patwa ; Pubd. by Flame Publications Trust ; Policy : Independent ; Member : IENS.

Cir. (PR 2,430).

INDIAN OBSERVER

English Weekly—Fridays ; 25P ; Add. 26-F Connaught Place, New Delhi-1 ; Phones 44493, 42585.

Ad. Rates Casual Rs. 5 s.c.cm. ; F. Pg. Rs. 600, H. Pg. Rs. 300.

Mech. Data Pages 16 ; Size 37.5 cms. x 25 cms. ; Print area 32.5 cms. x 20 cms. ; n.c. 4 ; c.l. 31.5 cms. ; c.w. 5 cms. ; Screen 65 to 100 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. Durlab Singh ; Ad. Mgr. H. B. Singh ; Policy: Militant Nationalism ; Member : AINEC.

Cir. 1,10,000 Cc (PR 16,000).

INDIAN WORKER

English Weekly ; 25P ; Add. 17 Janpath, New Delhi ; Grams : SHRAMIK ; Phones 46126 & 43817.

Ad. Rates Casual Rs. 3.60 s.c.cm. ; Contract 250 cms. & over Rs. 2.80 s.c.cm. ; Pg. rate Casual F. Pg. Rs. 675, H. Pg. Rs. 337.50 per insertion ; Contract F. Pg. Rs. 500, H. Pg. Rs. 255 per insertion.

Mech. Data Pages 14 ; Size 45 cms. x 30 cms. ; Print area 38 cms. x 26 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1952 ; Ed. H. D. Mukerji ; Ad. Mgr. V. R. Seth ; Pubd. by Indian National Trade Union Congress ; Policy: Labour problems ; Member : AINEC.

Cir. (PR 1,572).

LINK

Indian News Magazine : English Weekly ; 50P ; Add. Link House, Mathura Rd., New Delhi-1 ; Grams: UNILINK ; Phones 273924-6, (Advt.) 274321.

Ad. Rates 1 to 250 cms. Rs. 5 s.c.cm. ; Contract 250 cms. & over Rs. 4 s.c.cm. ; Casual F. Pg. Rs. 350, H. Pg. (horizon-

tal only) Rs. 187.50 ; 2 cols. Rs. 250; 1/3 Pg. (1 col.) Rs. 125 ; Contract F. Pg. Rs. 300, H. Pg. Rs. 150 ; 2 cols. Rs. 200 ; 1/3 Pg. or 1 col. Rs. 100, Cover Pgs. : 2nd & 3rd covers 1 colour Rs. 400, 2 colours Rs. 600, 3 colours Rs. 800 per insertion ; Back cover 2 colours Rs. 675.3 colours Rs. 900 per insertion ; Frequency discount of 20% on repeat insertions of Colour Ads. if total space exceeds 250 cols. cms.

Mech. Data Pages 44 ; Size 28 cms. x 21 cms. ; Print area 25 cms. x 17 cms. ; n.c. 3 ; c.l. 25 cms. ; c.w. 5.2 cms. ; Screen 85 for inside Pgs. & 110 for cover Pgs. ; Stereos and Mats accepted.

Gen. Inf. Estd. 1958 ; Ed. E. Nayanan ; Ad. Mgr. (Mrs.) K. Ray ; Pubd. by United Indian Periodicals (Pvt) Ltd., Policy : Independent. Member ; IENS

Cir. ABC (July-Dec. '64) 11,034 (PR 10,980).

ORGANISER WEEKLY ABC
English Weekly ; 25P ; Add. Naya Bazar, Delhi-6 ; Grams : ORGANISER ; Phone 222079.

Ad. Rates Casual Rs. 4 s.c.cm. ; Contract for 250 cms. & over Rs. 3.20 s.c.cm. ; Public Notices, Company Notices & Balance Sheets Rs. 5 s.c.cm.

Mech. Data Pages 16 : Size 45 cms. x 27.5 cms. ; Print area 40 cms. x 25 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. K. R. Malkani ; Ad. Mgr. K. L. Seth ; Pubd. by Bharat Prakashan (Delhi) Ltd. ; Policy : Independent ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 26,397 (PR 17,898).

OVERSEAS HINDUSTAN TIMES
English Weekly—Thursdays ; 25P ; Add. P.O. Box No. 40 ; Connaught Circus, New Delhi-1 ; Grams : HINTIMES ; Phones 40091-7.

Ad. Rates Casual Rs. 2.40 s.c.cm. ; Contract 125 cms. & over Rs. 2 s.c.cm. ; Spl. pos. Front Pg. (min 12 cms.) Rs. 3.20 s.c.cm. ; Other pos. Top of

ad. col. 25% extra ; Other specified pos. rates on application.

Mech. Data Pages 12 ; Size 39 cms. x 28 cms. ; Print area 950 sq. cms. ; n.c. 5 ; c.l. 36 cms. ; c.w. 4.87 cms. ; Screen 55 to 65 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. S. Mulgaokar ; Ad. Mgr. Dhan Raj ; Pubd. by The Hindustan Times Ltd., New Delhi ; Policy : Nationalist.

Cir. PR 1,988.

RADIANCE
English Weekly ; 25P ; Add. 36 Katra Gokal Shah, Near Jama Masjid, Delhi-6 ; Grams : KHULOOS.

Ad. Rates : Casual Rs. 2 s.c.cm. per insertion ; 1st pg. Rs. 3 s.c.cm.

Mech. Data Pages 16 ; Size 37.5 cms. x 25 cms. ; Print area 31.25 cms. x 21 cms. ; n.c. 4 ; c.l. 31.25 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1963 ; Ed. A. A. Ravoof ; Pubd. by the Board of Islamic Publications, Delhi ; Gen. Mgr. Syed Hussain ; Policy : Safeguarding minorities' interests and focussing Islamic view-points.

Cir. 10850 Cc (PR 10,333).

SHANKAR'S WEEKLY ABC
English Weekly ; 50P ; Add. D-25 Odeon Bldg., Connaught Place, New Delhi-1 ; Grams : CARTOONS ; Phone 40969.

Ad. Rates Casual Rs. 4 s.c.cm. ; Contract 250 cms. & over Rs. 3.20 s.c.cm. ; Pg. rate ; Casual F. Pg. Rs. 400, H. Pg. Rs. 205, Qr. Pg. Rs. 105 ; Contract F. Pg. Rs. 320, H. Pg. Rs. 165 ; Qr. Pg. Rs. 85 ; (fixed pos. 25% extra, in reading matter 50% extra) ; Back cover in Black colour Rs. 500 ; Contract Rs. 400 ; Black & Red Rs. 580, Contract Rs. 465 ; 2nd cover Rs. 4.40 s.c.cm., Contract Rs. 3.60 ; s.c. cm. F. Pg. Rs. 440, Contract Rs. 360 ; H. Pg. Rs. 225, Contract Rs. 185 ; 3rd cover Rs. 4.20 s.c. cm., contract Rs. 3.40 s.c.cm. ; F. Pg. Rs. 420, Contract Rs. 340 ; H. Pg. Rs. 215, Contract Rs. 175 (min. space booking per insertion on both the inside covers is Rs. 10 s.c.cm.).

Mech. Data Pages 24 ; Size 31 cms. x 25 cms. ; Print area 28 cms. x 20 cms. ; n.c. 4 ; c.l. 28 cms. ; c.w. 5 cms. ; Screen 65 to 85 (for special art paper covers 85 to 100) ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1948 ; Ed. K. Shankar Pillai ; Ad. Mgr. G. Sistas ; Pub. R. P. Nayar ; Policy : Political humorous cartoon weekly.

Cir. ABC (July-Dec. '64) 9,440 (PR 10,937).

THOUGHT

English Weekly—Saturdays ; 27P ; Add. 35 Netaji Subhas Marg, Delhi-6 ; Phone 274648.

Ad. Rates Casual upto 250 cms. Rs. 3 s.c.cm. ; Contract 251 cms. & over Rs. 2.50 s.c.cm. ; Entertainment Rs. 1.75 s.c.cm. ; Company Meetings, Reports & Notices etc. Rs. 4 s.c.cm. ; Page rate : Casual F. Pg. Rs. 300 ; Contract (min. 4 insertions) Rs. 250 per insertion ; Back Pg. 50% extra.

Mech. Data Pages 20 ; Size 32.5 cms. x 25 cms. ; Print area 27 cms. x 21 cms. ; n.c. 4 ; c.l. 27 cms. ; c.w. 5.5 cms. ; Screen 80 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1949 ; Ed. Ram Singh ; Ad. Mgr. R. L. Chadha ; Pubd. by Sidhartha Publications (Pvt.) Ltd. ; Member : AINEC.

Cir. 9, 411 Cc (PR 9,411).

Language

CHITRA WEEKLY

Urdu Weekly—Fridays ; 50P ; Add. P.O. Box No. 1344, Delhi-6 ; Grams : CHITRA ; Phone 264122.

Ad. Rates Upto 149 cms. Rs. 2 s.c.cm. ; Contract 150 cms. & over Rs. 1.60 s.c.cm. ; Public Notices, etc. Rs. 2 s.c.cm.

Mech. Data Pages 42 ; Size 35 cms. x 25 cms. ; Print area 33 cms. x 22 cms. ; n.c. 4 ; c.l. 33 cms. ; c.w. 5.5 cms. ; Screen 65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1934 ; Ed. Dhram Vir ; Pub. V. P. Puri ; Policy : Devoted to Art, Literature & Film industry.

Cir. 4,200 Cc (PR 2,858).

FATEH WEEKLY

Punjabi Weekly ; 12P ; Add. 15 Ansari Market, Daryaganj, Delhi-7 ; Grams : FATEH WEEKLY ; Phone 271706.

Ad. Rates Casual Rs. 2.50 s.c.cm. ; Contract 250 cms. & over Rs. 2. s.c.cm. ; Back Pg. 50% extra.

Mech. Data Pages 20 ; Size 32.5 cms. x 22.5 cms. ; Print area 31.25 cms. x 20 cms. ; n.c. 4 ; c.l. 31.25 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1928 ; Ed. S. Mantji Singh Narang ; Ad. Mgr. S. Ragbir Singh ; Pub. S. Labh Singh Narang ; Policy : Nationalist : Member : AINEC.

Cir. 8,000 Cc (PR 4,325).

HINDI TIMES

ABC Hindi Weekly—Thursdays ; 25P ; Add. 2C/3 Rohtak Rd., New Delhi-5 ; Grams : CITIZENS ; Phone 51718.

Ad. Rates 3 to 124 cms. Rs. 5 s.c.cm. ; Contract 125 cms. to 249 cms. Rs. 4 s.c.cm. ; 250 cms. & over Rs. 3.25 s.c.cm. ; Spl. pos. Front Pg. (min. 10 cms. x 2 cols., max. 15 cms. x 3 cols.) 75% extra ; Back Pg. (min. 15 cms. x 2 cols., max. 20 cms. x 3 cols.) 25 % extra ; Red & Black on Front and Back Pgs. 100% & 50% extra, respectively.

Mech. Data Pages 16 ; Size 45 cms. x 33 cms. ; Print area 38 cms. x 25 cms. ;

Over 1,500,000 thoughtful, intelligent people read

SHANKAR'S WEEKLY

ASIA'S PREMIER CARTOON JOURNAL

ODEON BUILDING, CONNAUGHT PLACE NEW DELHI-1

n.c. 5 ; c.l. 38 cms. ; c.w. 4.87 cms. ;
Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Ed. Narottam Nagar ; Ad.
Mgr. S. S. Saksena ; Pub. R. K. Sinha ;
Policy : Nationalist.

Cir. ABC (July-Dec. '64) 11,574 (PR
13,106).

ADVERTISEMENT

A Statement by the Publisher

Established in January 1960, HINDI
TIMES, Newsweekly, has been support-
ing the socialist ideology as envisaged
by the late Prime Minister Shri Jawahar
Lal Nehru. HINDI TIMES has per-
sistently been fighting for non-align-
ment and against mal-administration,
corruption, nepotism and communalism.
Sober presentation and authenticated
reporting has enabled HINDI TIMES
gain full confidence of its readers.

JAGAT WEEKLY

Urdu Weekly—Mondays ; 20P ; Add.
818 Kundewalan, Ajmere Gate, New
Delhi ; Grams JAGATNEWS ; Phone
263710.

Ad. Rates Casual upto 500 cms. Rs. 2.20
s.c.cm. ; Contract 501 cms. & over Rs.
1.60 s.c.cm. ; Specified pos. & Back Pg.
50% extra ; Front & Edtl. Pgs. 100%
extra ; Govt., Semi-Govt., Railways,
Public Notices, etc. Rs. 2.50 s.c.cm. ;
Prospectuses, Financial, Company Re-
ports, Rs. 2.50 s.c.cm.

Mech. Data Pages 16 ; Print area 33
cms. x 25 cms. ; n.c. 4 ; c.l. 33 cms. ;
c.w. 5.7 cms. ; Screen 60 ; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. & Pub. Prem
Chand Verma ; Ad. Mgr. K. Dargan ;
Policy : Nationalist ; Member : AINEC.

Cir. 7,421 Cc (PR 7,500 Prov.).

LALKAR

Urdu Weekly—Mondays ; 20P ; Add.
339 Dariba Kalan, Delhi-6 ; Grams :
LALKAR ; Phone 264784.

Ad. Rates Casual upto 375 cms. Rs. 2.50
s.c.cm. ; Contract 400 cms. & over Rs.

2 s.c.cm. ; Spl. pos. rates & other
details on application.

Mech. Data Size 35 cms. x 25 cms. ;
Print area 33 cms. x 23 cms. ; n.c. 4 ;
c.l. 33 cms. ; c.w. 5.5 cms. ; Screen
65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953 ; Ed. Amrik Singh
Lyallpuri ; Ad. Mgr. (Miss) S. L. Sethi ;
Policy : General interest ; Member :
AINEC.

Cir. 10,061 Cc (PR 8,007 Prov.).

LOKRAJ

Hindi Weekly ; 12P ; Add. 15 Windsor
Place, New Delhi-1 ; Phones 45610 &
48493.

Ad. Rates On application.

Mech. Data Pages 8 ; Size 25.4 cms. x
38.1 cms. ; Print area 21 cms. x 33 cms. ;
n.c. 4 ; c.l. 30.5 cms. ; c.w. 5 cms. ;
Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. Jairam Sharma ;
Pub. & Ad. Mgr. M. L. Dwivedi.

Cir. 6,050 Cc (PR 6,500).

PANTH

Punjabi/English Weekly ; 19P ; Add.
D-6, NDSE, Part I, New Delhi-3 ;
Grams : PANTHWEEKLY ; Phone
72081.

Ad. Rates Casual Rs. 5.20 s.c.cm. ;
Contract Rs. 3.20 s.c.cm.

Mech. Data Size 37.5 cms. x 25 cms. ;
Print area 32 cms. x 20 cms. ; n.c. 4 ;
c.l. 32 cms. ; c.w. 5 cms. ; Screen 65 ;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. S. Dharamraj
Singh Sodhi ; Gen. Mgr. S. Tirath Singh
Sodhi ; Ad. Mgr. S. Prabhuraj Singh ;
Policy : Progressive ; Member : AINEC.

Cir. 6,000 Cc (PR Not available).

PAYAM-E-MASHRIQ

Urdu Weekly—7th, 14th, 21st & 28th
of every month ; 37P ; Add. P. O. Box
No. 1584, Jama Masjid, Delhi-6 ; Phone
264920.

Ad. Rates Casual Rs. 1.50 s.c.cm. ;
Contract Rs. 1.20 s.c.cm. ; Public Notices

Rs. 1.60 s.c.cm. ; 2nd Pg. Rs. 200, 3rd Pg. Rs. 1.50, 4th Pg. Rs. 250 per insertion.

Mech. Data Pages 36 ; Size 35 cms. x 24.6 cms. ; Print area 31.3 cms. x 21.2 cms. ; n.c. 4 ; c.l. 31.3 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. Sahibzada M. M. Faruqi ; Ad. Mgr. A. H. K. You-sufi ; Pub. Ataul Rahman Siddiqui ; Policy : Nationalist.

Cir. 6,000 Cc (PR 5,578).

QAUMI EKTA

Punjabi Weekly ; 15P ; Add. 3A Asaf Ali Rd., New Delhi-1 ; Phone 271785.

Ad. Rates Casual Rs. 3.50 s.c.cm. ; Contract 400 cms. & over Rs. 2.50 s.c.cm. ; Prospectuses, Govt., Semi-Govt., ads. Tender Notices, Company Notices etc. Rs. 3.50 s.c.cm.

Mech. Data Pages 20 ; Size 37.5 cms. x 25 cms. ; Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. & Pub. S. Rajinder Singh Bhatia, Ad. Mgr. Prit-pal Singh ; Policy : Nationalist.

Cir. 10,980 Cc (PR 7,733).

SAPTAHIK HINDUSTAN ABC Hindi Weekly—Sundays ; 45P ; Add. P.O. Box No. 40 ; Connaught Circus, New Delhi-1 ; Grams : HINTIMES ; Phones 40091-7.

Ad. Rates Casual Rs. 6 s.c.cm. ; Contract 250 cms. & over Rs. 5.20 s.c.cm. ; Prospectuses & Financial ads. Rs. 7.50 ; s.c.cm. ; Panels (5 cms. x 1 col.) 1 to 25 panels Rs. 26 per panel ; 26 panels to 51 panels Rs. 24 per panel ; Contract 52 panels & over Rs. 22 per panel ; colour ads. printed by offset process ; Back cover 4 colours Rs. 13.75 per Pg., 2nd & 3rd covers (in 4 colours) Rs. 13.75 per Pg. ; Inside colour Pg. Rs. 13.75 per Pg. (only F. Pg. ads. accepted in 4 colours, original designs required at least 7 weeks before insertion date).

Mech. Data Pages 56 ; Size 36 cms. x 25.5 cms. ; Print area 30 cms. x 22.5 cms. ;

n.c. 5 ; c.l. 30 cms. ; c.w. 4.87 cms. ; Screen 55 to 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1950 ; Ed. B. B. Bhat-nagar ; Ad. Mgr. R. S. Viriley ; Pubd. by The Hindustan Times Ltd., New Delhi ; Policy : Independent ; Member : IENS.

Cir. ABC (July-Dec. '64) 64,246 (PR 65,204).

SEVAGRAM

Hindi Weekly—Mondays ; 15P ; Add. 1 Daryaganj, Delhi-6 ; Grams : SEVA-GRAM ; Phone 271668.

Ad. Rates Ord. pos. 1 to 249 cms. Rs. 3 s.c.cm. ; Contract 250 cms. & over Rs. 2 s.c.cm. ; Front Pg. 50% extra.

Mech. Data Pages 12 ; Size 43.18 cms. x 27.94 cms. ; Print area 40.64 cms. x 25.4 cms. ; n.c. 5 ; c.l. 40.64 cms. ; c.w. 4.76 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. & Pub. G. P. Jain ; Ad. Mgr. Raghunath Basak ; Policy : Independent.

Cir. 7,500 Cc (PR 6,369).

SHER-I-PUNJAB

Urdu Weekly ; 15P ; Add. Union Bank Bldg., Ajmal Khan Rd., P.O. Box No. 2549, New Delhi-5 ; Grams : SHER-I-PUNJAB ; Phones 55725 & 51706.

Ad. Rates Casual Rs. 3 s.c.cm. , Contract Rs. 2 s.c.cm

Mech. Data Pages 24 ; Size 35 cms. x 23 cms. ; Print area 33 cms. x 21 cms. ; n.c. 4 ; c.l. 33 cms. ; c.w. 5.5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1911 ; Ed. Sardar Jang Bahadur Singh ; Ad. Mgr. S. B. Singh ; Pubd. by Sardar Amar Singh & Sons ; Policy : Nationalist.

Cir. Not available.

ADVERTISEMENT

A Statement by the Publisher

The 'Sher-I-Punjab', a veteran and valient fighter for the national cause, was es-

established in the year 1911 and is widely known for its independent, courageous and constructive policy, not only in Punjab but throughout the country.

The late Prime Minister, Shri Jawaharlal Nehru, paid glowing tributes to this paper for the valuable services and sound policy adopted by it, while presiding over its Golden Jubilee in 1962.

In spite of the fact that the Sikhs form only 30 per cent of the population of Punjab, they have full control over agriculture, transport and industry, both in Punjab and the adjoining areas. Hence no advertisement campaign among flourishing agriculturist and industrialist Sikh families could achieve the desired success and results in Northern India, without availing of the services of this oldest and most influential paper—"The Sher-I-Punjab".

OTHER PERIODICITIES

English

AICC ECONOMIC REVIEW

English Fortnightly—10th & 25th of every month; 35P; Add. 7 Jantar Mantar Rd., New Delhi; Grams : CONGRESS; Phone 45851.

Ad. Rates F. Pg. Rs. 300; H. Pg. Rs. 200; Qr. Pg. Rs. 150 per insertion; Different rates for covers & Spl. pos.

Mech. Data Pages 46; Size 27 cms. x 21.5 cms.; Print area 23 cms. x 17 cms.; n.c. 2; c.l. 23 cms.; c.w. 8 cms.; Screen 65; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. Ramana Rao; Ad. Mgr. N. Balakrishnan; Pubd. by All-India Congress Committee; Policy: Congress Economic Policy & Programme.

Cir. 5,000 Cc (PR 3,631).

CARAVAN

English Fortnightly; Re. 1; Add. Delhi Press Bldg., Jhandewalan Estate, Rani Jhansi Rd.; New Delhi-1; Grams : DELHIPRESS; Phone 54668.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175 per insertion; 3 colours Rs. 450 per insertion; Spl. pos. Back Pg. Rs. 600,

2nd inside cover Pg. Rs. 500; 3rd inside cover Pg. Rs. 450; Pg. facing 1st article Rs. 350 per insertion.

Mech. Data Pages 82; Size 27.5 cms. x 22.5 cms.; Print area 25 cms. x 18 cms.; n.c. 4; c.l. 25 cms.; c.w. 4.5 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Ed. Vishwanath; Ad. Mgr. P. C. Bansal; Pubd. by Delhi Printing & Publishing Co. Pvt. Ltd.; Policy: Independent; Member: IENS & AINEC.

Cir. ABC Under Consideration (PR 11,808).

CAREERS & COURSES

English Monthly; Re. 1; Add. 94 Baird Rd., P.O. Box No. 319, New Delhi-1; Grams: CAREERSPRESS; Phone 40518.

Ad. Rates F. Pg. Rs. 400, H. Pg. Rs. 220; Qr. Pg. Rs. 120 per insertion; Back cover Rs. 500, Inside cover Rs. 450 per insertion; Smaller spaces Rs. 12 s.c.cm.

Mech. Data Pages 100; Size 25 cms. x 18.75 cms.; Print area 21.5 cms. x 15.5 cms.; n.c. 2; c.l. 21.5 cms.; c.w. 7.5 cms.; Screen 65; Blocks and Stereos accepted.

Geb. Inf. Estd. 1949; Ed. & Pub. A. C. Goyle; Policy: Educational & Literary.

Cir. 55,000 Cc (PR 52,933).

DIPLOMAT'S DIRECTORY

English Half-yearly; Rs. 15; Add. 6 Dr. Rajendra Prasad Rd., New Delhi-1; Phone 46207.

Ad. Rates F. Pg. Rs. 500, H. Pg. Rs. 275, Qr. Pg. Rs. 150; Spl. pos. or facing Reading Matter 33-1/3% extra.

Mech. Data Pages 120; Size 27.5 cms. x 20.5 cms.; Print area 20 cms. x 18 cms.; n.c. 2; c.l. 20 cms.; c.w. 7.5 cms.; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1961; Ed., Ad. Mgr., & Pub. M.H. Samuel; Policy: "A Directory for Diplomats and those who want to know Diplomats."

Cir. 3,100 Cc (PR 500).

INDIAN FOREIGN AFFAIRS

English Monthly ; Re. 1. Add. 86/19 Oriental Bldg. (Old Annexe), Janpath, New Delhi-1 ; Grams : EAGLE-STACO ; Phones 47909 & 619777.

Ad. Rates F. Pg. Rs. 300 ; H. Pg. Rs. 175, Qr. Pg. Rs. 90 per insertion ; Covers 2nd, 3rd & Back cover Pages : Rs. 500 each per insertion.

Mech. Data Size 27.9 cms. x 21.6 cms. ; Print area 22.8 cms. x 16.5 cms. ; Screen 85 to 100 ; Mats and Stereos accepted.

Gen. Inf. Mg. Ed. Jatendra M. Aggarwal ; Policy : Devoted to International affairs.

Cir. (PR 1,955).

PICTUREGOER

English Monthly ; 25 P ; Add. 92 Daryaganj, Delhi ; Phone 272482.

Ad. Rates On application.

Mech. Data Pages 32 ; Size 24 cms. x 18 cms. ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940 ; Ed. Satyendra Shyam ; Ad. Mgr. R. Gupta ; Pubd. by Sarla Publishing House ; Policy : Devoted to Films.

Cir. 13,000 Cc (PR 975).

SEMINAR

English Monthly ; Re. 1 ; Add. Malhotra Bldg., Janpath, P.O. Box 338, New Delhi -1 ; Grams : SEMINAR ; Phone 46534.

Ad. Rates Casual F. Pg. Rs. 300, H. Pg. Rs. 180, Qr. Pg. Rs. 100 per insertion ; Inside covers Rs. 400 ; Back cover Rs. 500 ; Contract 3 insertions F. Pg. Rs. 860, H. Pg. Rs. 510, Qr. Pg. Rs. 285 ; Inside covers Rs. 1,140 ; Back cover Rs. 1,425 ; 6 insertions F. Pg. Rs. 1,620, H. Pg. Rs. 970 ; Qr. Pg. Rs. 540 ; Inside covers Rs. 2,160 ; Back cover Rs. 2,700 ; 9 insertions F. Pg. Rs. 2,300, H. Pg. Rs. 1,370, Qr. Pg. Rs. 765 ; Inside covers Rs. 3,060 ; Back cover Rs. 3,825 ; 12 insertions F. Pg. Rs. 2,880, H. Pg. Rs. 1,730, Qr. Pg. Rs. 960 ; Inside covers Rs. 3,840 ; Back over Rs. 4,800.

Mech. Data Pages 62 ; Size 28 cms. x 21.6 cms. ; Print area 22.9 cms. x 17.8 cms. ; n.c. 2 ; c.l. 22.9 cms. ; c.w. 17.8 cms. ; Screen 80 ; Original Stereos 60 ; Blocks and Mats accepted.

Gen. Inf. Estd. 1959 ; Ed. Romesh Thaper ; Policy : Symposium on political, economic, social & cultural problems.

Cir. 2,250 Cc (PR 1,867).

Language**ARTHIK SAMEEKSHA**

Hindi Fortnightly—15th & 30th of every month ; 30P ; Annual Subs. Rs. 7 ; Add. 7 Jantar Mantar Rd., New Delhi ; Grams : CONGRESS ; Phone 45851.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 150, Qr. Pg. Rs. 100 per insertion.

Mech. Data Pages 30 ; Size 27 cms. x 21.25 cms. ; Print area 23 cms. x 17 cms. ; n.c. 2 ; c.l. 27 cms. ; c.w. 8 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Ad. Mgr. N. Balakrishnan ; Pubd. by All-India Congress Committee ; Policy : Congress Economic Policy Programme.

Cir. 2,000 (PR 1,229).

ASTANA

Urdu Monthly ; 60 P ; Add. P.O. Box No. 1206, Jama Masjid, Delhi-6 ; Grams : ASTANA ; Phone 264920.

Add. Rates Casual Ord. Pos. F. Pg. Rs. 350, H. Pg. Rs. 200, Qr. Pg. Rs. 125 per insertion ; Contract (min. 6 insertions) F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion ; Cover Pgs. : 2nd Pg. Rs. 500, 3rd Pg. Rs. 450, 4th Pg. Rs. 600 per insertion.

Mech. Data Pages 96 ; Size 18 cms. x 23.5 cms. ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 4.6 cms. ; Screen 65 ; Blocks, Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1947 ; Ed. Sahibzada M. M. Faruqi ; Ad. Mgr. A. H. K. Yousufi ; Pubd. by Trust ; Policy : Nationalist.

Cir. 62,000 Cc (PR 60,600 Prov.).

BANO URDU MAGAZINE
Urdu Monthly ; 62P ; Add. Asaf Ali Rd., New Delhi-1 ; Grams : SHAMA ; Phone 272066.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion.

Mech. Data. Pages 68 ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.50 cms. ; Screen 65 to 85 ; Blocks and Art Pulls accepted.

Gen. Inf. Estd. 1947 ; Ed. Zeenat Kausar Dehlvi ; Ad. Mgr. S. N. Sharma ; Pubd. by Shama Group ; Policy : Literary.

Cir. 17,000 Cc (PR Not Available).

BISWIN SADI

Urdu Monthly ; 75P ; Add. Daryaganj, P.O. Box No. 1342, Delhi-6 ; Grams : BISWINSADI ; Phone 271637.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 140, Qr. Pg. Rs. 75 per insertion ; Cover Pages 4th cover and 2nd cover Rs. 500 each, 3rd cover Rs. 400 per insertion ; Contract rates (3 Pgs. or 6 insertions) F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion ; 4th Cover & 2nd cover Rs. 400 each ; 3rd cover Rs. 350 per insertion ; Rs. 200 for additional colour.

Mech. Data Pages 100 ; Print area 20.3 cms. x 15.3 cms. ; n.c. 2 ; c.l. 20.3 cms. ; c.w. 7.7 cms. ; Screen 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937 ; Ed. Khushar Girami ; Ad. Mgr. Gian Chand ; Pub. Khushtar Girami ; Member : IENS.

Cir. 21,433 Cc (PR 20,000 Prov.).

CHETANA

Punjabi Monthly ; Add. Bhagirath Palace, Chandni Chowk, Delhi-6.

Ad. Rates F. Pg. Rs. 100 ; H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion ; Covers : 2nd & 3rd Rs. 200 each, 4th Cover Rs. 250 per insertion.

Mech. Data Pages 100 ; Print area 20 cms. x 14 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7 cms. ; Screen inside 65, cover 133 ; Blocks and Stereos accepted.

Gen. Inf. Ed. Rajender Singh Bedi ; Ad. Mgr. S. Swaran ; Policy : Socio-Literary, Literary & Cultural.

Cir. 7,625 (PR Not Available).

CHITRA HINDI

Hindi Monthly ; Add. P.O. Box No. 1344, Delhi-6 ; Grams : CHITRA ; Phones 264122 & 228722.

Ad. Rates Upto 149 cms. Rs. 2.40 s.c. cm. ; Contract 150 cms. & over Rs. 2 s.c.cm. ; Public Notices etc. Rs. 2 s.c. cm.

Mech. Data Pages 60 ; Size 27 cms. x 21 cms. ; Print area 25 cms. x 18 cms. ; n.c. 4 ; c.l. 25 cms. ; c.w. 4 cms. ; Screen 65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. V. P. Puri ; Policy : Devoted to Art, Literature and Film Industry.

Cir. 12,000 (PR 1,000 Free Cir).

CHITRALEKHA

Hindi Monthly ; 60P ; Add. Bhagirath Palace, Chandni Chowk, Delhi-6 ; Grams : CHITRALEKHA ; Phone 262253.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 80 ; Qr. Pg. Rs. 45 ; (Black & White letter press) Spl. or Guaranteed pos. 25% extra ; Front cover Rs. 1,000, Back cover Rs. 600 (4 colours), 2nd & 3rd covers Rs. 500 (4 colours), Rs. 200 (1 colour).

Mech. Data Pages 68 ; Size 25 cms. x 19 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 65 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1948 ; Ed. & Pub. Dharam Raj Kesari ; Ad. Mgr. A. K. Auditto ; Member : AINEC.

Cir. 25,000 Cc (PR 13,279).

FILMI DUNIYA

Hindi Film Monthly ; 75P ; Add. Kunjas St., Dariba Kalan, Delhi-6 ; Phone 265347.

Ad. Rates On application.

Mech. Data Pages 106 to 114 ; Size 24.5 cms. x 18.75 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 or 3 ; c.l. 20 cms. ; c.w. 7.5 cms. or 5 cms. ; Screen 85 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. Narendra Kumar.

Cir. 26,000 Cc (PR 18,000 Prov.).

JAGAT

Hindi Monthly ; 60P ; Add. 818 Kundewalan, Ajmere Gate, New Delhi ; Grams : JAGATNEWS ; Phone 263710.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 135, Qr. Pg. Rs. 75 per insertion ; Contract for 6 insertions & over F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion. Spl. pos. & cover Pg. rates etc. on application.

Mech. Data Pages 104 ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. Prem Chand Verma ; Ad. Mgr. K. Dargan ; Policy : Nationalist.

Cir. 23,282 Cc (PR 20,000 Prov.).

KADAMBINI

ABC Hindi Monthly ; Re. 1 ; Add. P.O. Box No. 40, Connaught Circus, New Delhi-1 ; Grams ; HINTIMES ; Phones 40091-7.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 85 per insertion ; Cover Pgs.: Back cover (4 colours-offset) Rs. 500, 2nd cover (2 colours-offset) Rs. 300 and 3rd cover (2 colours-offset) Rs. 250 per insertion.

Mech. Data Pages 164 ; Size 18 cms. x 13.5 cms. ; Print area 15 cms. x 11 cms. ; n.c. 2 ; c.l. 15 cms. ; c.w. 5 cms. ; Screen 85 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. Ramanand Doshi ; Ad. Mgr. R. S. Virley ; Pubd. by The Hindustan Times Ltd., New Delhi.

Cir. ABC (July-Dec. 64) 15,565 (PR 11,370).

KHATOON-E-MASHRIQ

Urdu Monthly ; 50 P ; Add. Urdu

Bazar, Delhi ; Grams : KHATOON-MASHRIQ ; Phone 263263.

Ad. Rates Casual : Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion ; Contract : F. Pg. Rs. 100 ; H. Pg. Rs. 60 ; Qr. Pg. Rs. 35 per insertion ; Rates for Cover Pgs. on application.

Mech. Data Pages 70 ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937 ; Ed. Abdulla Farooqui ; Ad. Mgr. D.R. Wadhawan ; Pub. (Mrs.) Anwari Begum ; Policy : Congress (Women's Magazine).

Cir. 12,000 Cc (PR 8,000 Prov.).

KHILAUNA

Urdu Monthly ; 50P ; Add. Asaf Ali Road, New Delhi ; Grams : SHAMA ; Phone 272066.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 80 per insertion ; Extra colour 50% extra ; Rates for Cover Pgs. etc. on application.

Mech. Data Pages 68 ; Size 22.5 cms. x 20 cms. ; Print area 20 cms. x 17 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 65 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. Yunus Dehlvi ; Ad. Mgr. S. N. Sharma ; Pubd. by Shama Group ; Policy : Literary and uplift of children.

Cir. 20,000 Cc (PR Not available).

LALITA

Hindi Monthly ; 50P ; Add. 92 Daryaganj, Delhi ; Phone 272482.

Ad. Rates Rs. 100 per Pg.

Mech. Data Pages 64 to 72 ; Size 24 cms. x 18 cms. ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959 ; Ed. Lajja Rani ; Ad. Mgr. R. Gupta ; Policy : Independent.

Cir. 18,000 Cc (PR 4,761).

MANORANJAN MAGAZINE

Hindi Monthly ; 75 P ; Add. Rani Jhansi Rd., New Delhi-1 ; Grams : INDIANPUB ; Phone 54662.

Ad. Rates Ord. pos. F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion ; Extra colour 50% extra ; cover Pages : 2nd & 3rd Rs. 250 ; Last Pg. Rs. 350, in 2 colours, per insertion : Rs. 50 per each additional colour.

Mech. Data Pages 100 ; Size 23 cms. x 18 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.25 cms. ; Screen 60 to 100 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. Satish P. Kumar ; Pubs. Naraindas Kumar, Satishpal Kumar, Rameshpal Kumar & Sudeshpal Kumar ; Policy : Nationalist.

Cir. 18,000 Cc (PR 12,750).

MASTANA JOGI

Urdu Monthly ; 50P ; Add. 25 Ansari Market, Daryaganj, Delhi ; Grams : MASTANAJOGI ; Phone 271662.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 85 per insertion ; Extra colour 50% extra.

Mech. Data Pages 72 ; Size 22.5 cms. x 17.5 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 6.5 cms. ; Screen 65 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1908 ; Ed. Sufi Jamna Parshad ; Pub. Jamna Parshad ; Policy : Health, Industry, Medicines, etc.

Cir. 15,000 Cc (PR 15,000)

MUKTA

Hindi Monthly ; Re. 1 ; Add. Delhi Press Bldg., Jhandewalan Estate, Rani Jhansi Rd., New Delhi-1 ; Grams : DELHIPRESS ; Phone 54668.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 85 per insertion ; Black & Red F. Pg. Rs. 200 per insertion ; Cover Pgs. : 2nd Rs. 300, 3rd Rs. 200 per insertion ; Back (tri-colour) Rs. 400 per insertion ; Pg. facing leading article Rs. 200 per insertion.

Mech. Data Pages 146 ; Size 21.5 cms. x 13.7 cms. ; Print area 18 cms. x 10.5 cms. ; n.c. 2 ; c.l. 18 cms. ; c.w. 5 cms. ; Screen 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. Viswanath ; Ad. Mgr. P. C. Bansal ; Pubd. by Delhi Printing & Publishing Co. Pvt. Ltd. ; Policy : Politics & Current affairs.

Cir. 10,000 Cc (PR 5,498).

NAI KAHANIYAN

Hindi Monthly ; 75P. (Spl. numbers Re. 1) ; Add. 8 Faiz Bazar, Delhi-6 ; Grams : PRAKASHAK ; Phone 274463.

Ad. Rates Casual ; F. Pg. Rs. 300, H. Pg. Rs. 160, Qr. Pg. Rs. 85 per insertion ; Contract : 4 insertions or more F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 70 per insertion ; Covers : Back Rs. 600, Inside Front Rs. 450, Inside Back Rs. 400 per insertion.

Mech. Data Pages 128 ; Size 21 cms. x 13.75 cms. ; Print area 18.75 cms. x 10.62 cms. ; c.l. 18.75 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1960 ; Ed. Kamaleshwar ; Business Dir. Om Prakash ; Pubd. by Rajkamal Prakashan Pvt. Ltd.

Cir. 24,707 Cc (PR 25,893).

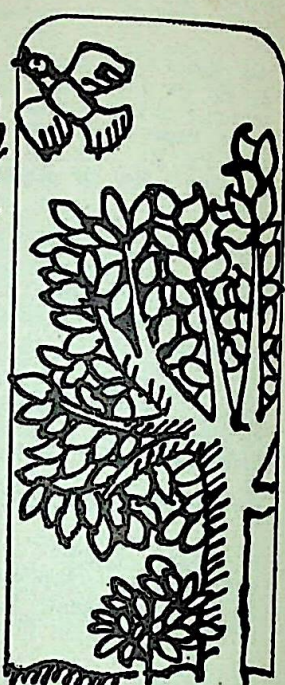
ADVERTISEMENT**A Statement by the Publisher**

Nai Kahaniyan is trying to fulfil a difficult task—the task of publishing a respectable story magazine in Hindi. The result is that it appeals in a special way to a sophisticated and well-to-do readership, a point of particular interest to the advertiser. It has, besides, recently started a film section, of some 16 pages, and with a lot of pictures of film artistes, for the vast audience it reaches every month.

NAI SADI

Hindi Monthly ; 75P ; Add. A-267, Defence Colony, New Delhi-3 ; P.O. Box No. 1343, Delhi-6 ; Grams : NAISADI ; Phone 72240.

Ad. Rates Casual F. Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 65 per insertion ;



EAGER AIR

There is a ripple on the water. In the fields the golden crops sway merrily. A happy quiver passes through the trees. Dry leaves carpet the roads. There is a mellow note of music in your ears and a song in your heart. It is air at play. A part

of air, the colourless, odourless oxygen makes life possible and causes fires to burn. Another part nitrogen keeps your food fresh in the can all the year round. Some plenty, others rare, there are many more parts of air, all eager to bring more

comfort and excitement to our lives. Inert argon shrouds the mystery of shaping aluminium. Bright neon burns and glows across the cityscape. For thirty years we have been harnessing the eager air around us to the service of man.

IDL INDIAN OXYGEN LIMITED

Contract (3 Pgs. or 6 insertions) Inside
F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg.
Rs. 50 ; Back Cover Rs. 400, 2nd &
3rd Covers Rs. 300.

Mech. Data Pages 100 ; Size 25 cms. x
18.75 cms. ; Print area 20 cms. x 15 cms. ;
n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ;
Screen upto 80 ; Mounted Blocks and
Stereos accepted.

Gen. Inf. Estd. 1961 ; Ed. Santosh
Bansal ; Ad. Mgr. Bhushan Banmali ;
Pub. Santosh Bansal ; Policy : Nationa-
list.

Cir. 14,000 Cc (PR 12,500).

NANDAN

Children's Illustrated Hindi Monthly ;
40P ; Add. P.O. Box No. 40, Con-
naught Circus, New Delhi-1 ; Grams :
HINTIMES ; Phones 40091-7.

Ad. Rates Ord. pos. F. Pg. Rs. 200,
H. Pg. Rs. 110 per insertion ; Cover
Pgs : Back cover (4 colours-offset)
Rs. 600, Inside cover Pg. (4 colours
offset) Rs. 500 ; Ad. in 2 colours on
inside Pgs. (Black and one more colour)
50% extra.

Mech. Data Pages 64 ; Size 23.5 cms. x
18 cms. ; Print area 21 cms. x 14 cms.
n.c. 2 ; c.l. 21 cms. ; c.w. 7 cms. ;
Screen 85 ; Blocks, Mats and Stereos
accepted.

Gen. Inf. Estd. 1964 ; Ed. Rajendra
Awasthy ; Ad. Mgr. R. S. Viriley ;
Pubd. by The Hindustan Times Ltd.,
New Delhi.

Cir. 35,000 Cc.

NAVCHITRAPAT

Hindi Monthly ; 50P ; Add. 92 Darya-
ganj, Delhi ; Grams : CHITRAPAT.

Ad. Rates On application.

Mech. Data Size 25.5 cms. x 19 cms. ;
Print area 20.5 cms. x 16.5 cms. ; n.c.
2 & 3 ; c.l. 20.5 ; c.w. 7.5 cms. & 5 cms. ;
Screen 60 to 80 ; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1932 ; Ed. Satyendra
Shyam ; Policy : Devoted to Films.

Cir. 23,000 Cc (PR 14,000 Prov.).

NEELUM

Hindi Monthly ; 50P ; Add. Khari
Baoli, Delhi.

Ad. Rates On application.

Mech. Data Pages 68 ; Print area 20
cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ;
c.w. 7.5 cms. ; Screen 80 to 120 ; Blocks
and Stereos accepted.

Gen. Inf. Estd. 1959 ; Eds. J. S. Ajit,
(Smt.) Kamla Vashishta ; Ad. Mgr.
Vinod Sharma ; Pub. Mani Shankar
Sharma ; Policy : Film Magazine.

Cir. 6,000 Cc (PR 6,000).

PRAKASHAN SAMACHAR

Hindi Monthly ; 31P, (yearly subs.
Rs. 3) ; Add. 8 Faiz Bazar, Delhi-6 ;
Grams : PRAKASHAK ; Phone 274463.

Ad. Rates Ord. F. Pg. Rs. 40, H. Pg.
Rs. 22.50, Qr. Pg. Rs. 15 per insertion ;
Casual Rs. 1.60 s.c.cm. ; Spl. pos.
rates on application.

Mech. Data Size 23.75 cms. x 17.50 cms. ;
Print area 20 cms. x 15 cms. ; n.c. 2 ;
c.l. 20 cms. ; c.w. 7.50 cms. ; Screen
65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953 ; Ed. Om Prakash ;
Pubd. by Rajkamal Prakashan Pvt.
Ltd. ; Policy : Monthly Trade Journal
for the publishing industry.

Cir. 3,000 Cc (PR 1,901).

ADVERTISEMENT

A Statement by the Publisher

The first trade journal for Publishers and
Booksellers to be published in any Indian
language. Its main contents are specia-
lised articles relating to the book trade
and listing of all the current publications.
Also brings out periodically special issues
offering bibliographies in particular
subjects. Cheapest medium of reaching
the largest consumers of paper in the
country.

PRITAM

Punjabi Monthly ; 50P ; Add. 15 Ansari
Market, Daryaganj, Delhi-6, Grams :
PRITAM ; Phone 271706.

Ad. Rates Contract F. Pg. for 3 months Rs. 125, for 6 months Rs. 100, for 12 months Rs. 90 per insertion.

Mech. Data Pages 80 ; Size 22.5 cms. x 15 cms. ; Print area 20 cms. x 13.75 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 5.25 cms. ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1923 ; Ed. Sardar Manjit Singh ; Ad. Mgr. Sardar Mohar Singh ; Pub. Sardar Labh Singh ; Policy : Literary ; Member : AINEC.

Cir. 4,000 Cc (PR 2,000).

PRIYA

Hindi Monthly ; 50P ; Add. 92 Daryaganj, Delhi ; Phone 272482.

Ad. Rates Rs. 100 per Pg.

Mech. Data Pages 60 ; Size 24 x 18 cms. ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. Lajja Rani Gupta ; Ad. Mgr. R. Gupta ; Pubd. by Sarla Publishing House ; Policy : Independent.

Cir. 15,000 Cc (PR 891).

RANGBHUMI

Hindi Monthly ; 50P ; Add. 5A/15 Rangbhumi Bhavan, Ansari Rd., Daryaganj, Delhi-6 ; Grams : RANGBHUMI ; Phone 274667.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion ; Casual Rs. 6 s.c.cm.

Mech. Data Pages 76 ; Size 25 cms. x 18.5 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1941 ; Ed. & Pub. Dharmpal Gupta ; Policy : Service to Film Industry.

Cir. 30,000 Cc (PR 24,437).

SARITA

Hindi Fortnightly ; Re. 1 ; Add. Delhi Press Bldg., Jhandewalan Estate, Rani Jhansi Rd., New Delhi-1 ; Grams : DELHIPRESS ; Phone 54668.

Ad. Rates Black Colour : F. Pg. Rs. 350, H. Pg. Rs. 200 ; 3 colours F. Pg. Rs. 500 per insertion ; Spl. pos. Back cover Rs. 650, 2nd cover Rs. 550, 3rd cover Rs. 500 ; Pg. facing first article Rs. 400 per insertion.

Mech. Data Pages 174 ; Size 21.5 cms. x 13.7 cms. ; Print area 18 cms. x 10.5 cms. ; n.c. 2 ; c.l. 18 cms. ; c.w. 5 cms. ; Screen 85 to 100 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1945 ; Ed. Vishwanath ; Ad. Mgr. P. C. Bansal ; Pubd. by Delhi Printing & Publishing Co. Pvt. Ltd. ; Policy ; General Family Magazine ; Member : IENS, AINEC & ILNA.

Cir. ABC (Jan.-June '64) Pending Re-check Audit (PR 34,369).

SARITA

Urdu Monthly ; Re. 1 ; Add. Delhi Press Bldg., Jhandewalan Estate, Rani Jhansi Rd., New Delhi-1 ; Grams : DELHIPRESS ; Phone 54668.

Ad. Rates Black colour F.Pg. Rs. 150, H. Pg. Rs. 85 per insertion ; Black & Red F. Pg. Rs. 200 per insertion ; Back cover Rs. 400 per insertion ; 2nd cover Rs. 300, 3rd cover Rs. 250 ; Pg. facing first article Rs. 200 per insertion.

Mech. Data Pages 142 ; Size 21.5 cms. x 13.7 cms. ; Print area 18 cms. x 10.5 cms. ; n.c. 2 ; c.l. 18 cms. ; c.w. 5 cms. ; Screen 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959 ; Ed. Vishwanath ; Ad. Mgr. P. C. Bansal ; Pubd. by Delhi Printing & Publishing Co. Pvt. Ltd. ; Policy : Social, Educative & Informative.

Cir. 8,000 Cc (PR 6,865).

SHAMA

Urdu Monthly ; 75 P ; Add. Asaf Ali Rd., New Delhi-1 ; Grams : SHAMA ; Phone 272066.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 200 ; Colour ads. 50% extra per colour ; Spl. pos. 25% extra ; Panels : Rs. 75 per panel ; Cover Pgs. : 1st Pg. in 4 colours Rs. 3,300, 3 colours Rs. 3,000 per insertion ; 2nd Pg. in 4 colours Rs. 1,800 per insertion ; 3 colours Rs. 1,500 per insertion ; 2 colours Rs. 1,200 per insertion ; 1 colour Rs. 900 per inser-

tion ; 3rd cover in 4 colours Rs. 1,600, 3 colours Rs. 1,300, 2 colours Rs. 1,000, 1 colour Rs. 700 ; 4th cover in 4 colours Rs. 2,000, 3 colours Rs. 1,700, 2 colours Rs. 1,400 & 1 colour Rs. 1,100 per insertion.

Mech. Data Pages 110 ; Size 22.5 cms. x 20 cms. ; Print area 20 cms. x 15 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 65 to 80 ; Blocks, Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1939 ; Chief Ed. Yusuf Dehlvi ; Ad. Mgr. S. N. Sharma ; Pubd. by Shama Magazine ; Policy : Literary & Films ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 1,04,947. (PR Not Available).

SHRINGAAR

Hindi Monthly ; 50P ; Add. 13/37, Shakti Nagar, Delhi-7 ; Phone 227300.

Ad. Rates Casual Ord. pos. F.Pg. Rs. 150, H. Pg. Rs. 75, Qr. Pg. Rs. 40 ; Spl. pos. Back Cover Rs. 250, 2nd & 3rd covers Rs. 200 each, Opening Pg. (Black) Rs. 175 per insertion ; Rs. 50 extra per colour upto 4 colours.

Mech. Data Pages 100 ; Size 21.5 cms. x 13.12 cms. ; Print area 17.5 cms. x 10.6 cms. ; n.c. 2 ; c.l. 17.5 cms. ; c.w. 5.3 cms. ; Screen 60 ; Stereos and Blocks accepted.

Gen. Inf. Estd. 1962 ; Ed. (Smt.) Lavanya Prabha ; Ad. Mgr. D. Agarwala ; Policy : Social & Cultural Women's Magazine.

Cir. 16,750 Cc (PR 11,828).

ADVERTISEMENT

A Statement by the Publisher

"Amongst reputed women's journals, 'SHRINGAAR' holds singular position. Catering to large number of intellectual readership as well, 'SHRINGAAR' is a dynamic and illuminating forum on important matters to women-folk".

SUSHAMA

ABC Hindi Monthly ; 75P ; Add. Asaf Ali Rd., New Delhi ; Grams : SHAMA ; Phone 272066.

Ad. Rates F.Pg. Rs. 250 ; H. Pg. Rs. 150 per insertion ; Extra colour 50% extra ; Panels Pg. (6 panels each .75 cms. x 6.25 cms.) Rs. 55 per panel.

Mech. Data Pages 110 ; Size 22.5 cms. x 20 cms. ; Print area 20 cms. x 17 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 65 to 85 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1959 ; Chief Ed. Yusuf Dehlvi ; Ad. Mgr. S. N. Sharma ; Pubd. by Shama Group ; Policy : Literary & Films.

Cir. ABC (July-Dec. '64) 55,717 (PR Not Available).

YUG CHHAYA

Hindi Monthly ; 50P ; Add. 2551 Dharampura, Delhi-6 ; Phone 264967.

Ad. Rates F. Pg. Rs. 125 per insertion.

Mech. Data Pages 68 ; Size 25 cms. x 20 cms. ; Print area 22 cms. x 15 cms. ; n.c. 2 & 3 ; c.l. 22 cms. ; c.w. 4.89 cms. (3 cols), 7.5 cms. (2 cols) ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. & Pub. Sampat Lal Purohit ; Ad. Mgr. A. K. Purohit ; Policy : Devoted to Films & Culture.

Cir. 15,979 Cc (PR 14,162).

शृङ्गार

SHRINGAAR

WOMEN'S OWN HINDI MONTHLY

१३/३७, शक्ति नगर,

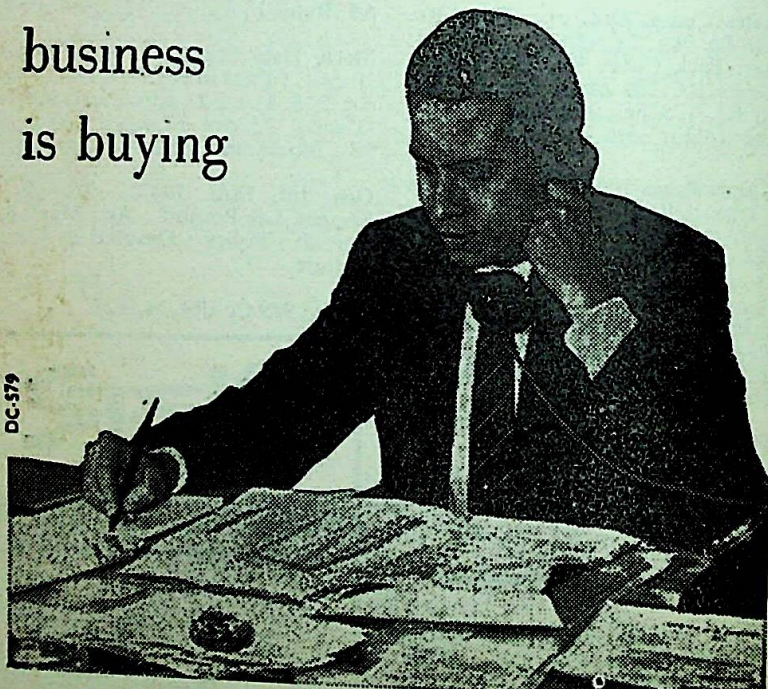
दिल्ली-७

In every modern industrial enterprise, there is a man who specialises in buying. He is a man of experience and is constantly posted with information on the performance of the products he buys. He demands an uncompromising standard of quality—whether in machinery, raw materials, accessories or other equipment.

Dunlop products are sure to interest such a discriminating buyer

Tyres and Tubes for automobiles, aircraft, earthmoving and construction equipment, tractors, animal drawn vehicles, trolleys, barrows; Accessories, repair and retread materials; Cycle Rims; Conveyor, Vee and Transmission Belts; Braided Hoses; Industrial Adhesives; Dunlopillo cushioning.

the man
whose
business
is buying



DC-579

Goa

DAILY NEWSPAPERS

English

NAVHIND TIMES

English Morning ; 5P ; Add. Rua Ismael Gracias, Panjim (Goa) ; Grams : NAVHIND.

Ad. Rates On application.

Mech. Data Pages 6 ; Size 58 cms. x 42 cms. ; Print area 50 cms. x 38 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.75 cms. ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1963 ; Eds. Lambert Mascarenhas & T. V. Parvate ; Ad. Mgr. M.S. Kasbekar ; Pub. V.S. Dempo ; Policy : Espousing welfare of Goa.

Cir. PR 4,163.

Language

A VIDA

Portuguese and English Morning—Except Mondays ; 10P ; Add. P.O. Box No. 101, Margao (Goa) ; Grams : VIDA ; Phone 339.

Ad. Rates Display ads. Casual 1 to 500 cms. Rs. 1.50 s.c.cm. ; Contract 501 cms. to 750 cms. 85 P. s.c.cm. ; 751 cms. to 1,000 cms. 75P s.c.cm. ; 1,001 cms. & over 60P s.c.cm. ; Front Pg. Rs. 3 s.c.cm. ; Solus pos. by quotation ; F. Pg. Rs. 400 ; H. Pg. Rs. 250, Qr. Pg. Rs. 150 ; Public Notices, Company Reports, Prospectuses, Personal announcements, Balance Sheets etc. 50P per line s.c. ; Non-display ads. Line rate 50P s.c.

Mech. Data Pages 4 ; Size 56 cms. x 41.5 cms. ; Print area 50 cms. x 36.5 cms. ; n.c. 7 ; c.l. 50 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks accepted.

Gen. Inf. Estd. 1938 ; Ed. H. de Souza ; Pubd. by Empresa Editora Caritas ; Policy : Liberal, Cultural, Social & Educational.

Cir. 2,400 Cc (PR Not Available).

DAILY PRADEEP

Marathi Morning ; 5P ; Add. Pradeep Press, Portias, Panjim (Goa).

Ad. Rates Govt., Semi-Govt. ads. Rs. 2 s.c.cm. ; Commercial, Casual ads. Rs. 1.60 s.c.cm.

Mech. Data Pages 4 ; Size 40 cms. x 28 cms. ; Print area 36 cms. x 25 cms. ; n.c. 5 ; c.l. 36 cms. ; c.w. 4.5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. Janardan J. Shinkre ; Ad. Mgr. A. J. Shinkre ; Policy : Emancipation of the people.

Cir. 6,500 Cc (PR 6,500)

DIARIO DA NOITE

Portuguese Evening ; 6P ; Add. Rua Gen. Luis Carneiro, Panjim (Goa), Grams : DIARIO DA NOITE ; Phone 310.

Ad. Rates On Application.

Mech. Data On application.

Gen. Inf. Estd. 1919 ; Ed. Antonio de Menezes ; Ad. Mgr. L. Menezes ; Policy : Independent.

Cir. Not available.

GOMANTAK

Marathi Morning ; (weekdays) 6P, (Sundays) 10 P ; Add. P.O. Box No. 41, Panjim (Goa) ; Grams : GOMANTAK ; Phone 213.

Ad. Rates On application.

Mech. Data Pages 4 ; Size 57 cms. x 39 cms. ; Print area 53 cms. x 37 cms. ; n.c. 7 ; c.l. 53 cms. ; c.w. 5 cms. ; Screen 65 to 80 ; Mounted Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. B. D. Satoskar ; Ad. Mgr. S. P. Madkaikar ; Pub. V. D. Chowgule ; Policy : Independent & Impartial.

Cir. 8,100 Cc (PR Not Available).

RASHTRAMAT

Marathi Morning ; 6P ; Add. P.O. Bag No. 1, Nav-Gomant Prakashan, Margao (Goa) ; Grams : RASHTRAMAT ; Phone 337.

Ad. Rates Display Casual 1 to 499 cms. Rs. 2.50 s.c.cm. ; Contract 500 & over Rs. 2 s.c.cm. ; F. Pg. Rs. 500, H.Pg. Rs. 300, Qr. Pg. Rs. 150 ; Entertainment ads. Re. 1 s.c.cm. ; Front Pg. panels : 26 insertions for six months Rs. 20, 52 insertions a year Rs. 15 per insertion ; Single insertion Rs. 25 per insertion ; Govt., Semi-Govt. announcements, Public & Legal Notices, Company announcements & Prospectuses etc. Rs. 3 s.c. cm. ; Surcharge for Spl. pos. 50%.

Mech. Data Pages 4 ; Size 58 cms. x 41 cms. ; Print area 53 cms. x 37 cms. ; n.c. 7 ; c.l. 53 cms. ; c.w. 5.3 cms. ; Screen 65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1963 ; Ed. Chandrakant Keni ; Administration Mgr. Manohar Cossombo ; Pubd. by Nav-Gomant Pakashan.

Cir. 7,500 Cc (PR Not Available).

CONSUMER PUBLICATIONS

WEEKLIES

Language

A INDIA

Portuguese & English Weekly ; 12P ;

Add. Rua de Jose Inacio de Loyla, Margao (Goa) ; Grams : A INDIA.

Ad. Rates Casual 35 P s.c. cm. ; F. Pg. Rs. 50 ; H.Pg. Rs. 30, Qr. Pg. Rs. 20.

Mech. Data Pages 4 to 12 ; Size 40 cms. x 27.5 cms. ; Print area 35 cms. x 25 cms. ; n.c. 4 ; c.l. 35 cms. c.w. 6 cms. ; Blocks accepted.

Gen. Inf. Estd. 1961 ; Ed. & Pub. (Mrs.) Leonor Loyola de Furtado Fernandes ; Ad. Mgr. A. Fernandes ; policy : News & Politics.

Cir. 1,000 Cc (PR Not Available).

LUTA

Portugues Weekly ; 13P ; Add. Panjim (Goa).

Ad. Rates Casual Re. 1 s.c.cm. ; Contract 750 cms ; 60P s.c.cm. ; Front Pg. Rs. 2 s.c.cm. ; Public Notices, Company Reports, Comunidades Announcements etc. Rs. 1 s.c.cm. ; F. Pg. Re. 170, H. Pg. Rs. 80, Qr. Pg. Rs. 50 ; For spl. edns. : Independence Day, Republic Day, Ganesh Chaturthi, Diwali & Christmas Re. 1 s.c.cm. ; F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 75.

Mech. Dtaa Pages 8 ; Print area 40.5 cms. x 26.4 cms. ; n.c. 5 ; c.l. 40.5 cms. ; c.w. 5 cms. ; Screen 55 to 65 ; Stereos accepted.

Gen. Inf. Ed. (Dr.) Eduardo Dias ; Ad. Mgr. F. Furtado.

Cir. 1,900 Cc (PR Not Available).

NAVAJIVAN

Marathi Weekly ; 12P ; Add. Navajivan Karyalaya, Opp. Municipal Gardens, Panjim (Goa) ; Grams : NAVAJIVAN.

Ad. Rates On application.

Mech. Data On application.

Be wise Advertise!

EVEREST

Gen. Inf. Ed. Raghunath Deshpande ;
Policy : Independent.

Cir. 2,500 Cc (PR Not Available).

TRIVENI

Hindi, Marathi & Konkani Weekly ;
15P; Add. Margao (Goa).

Ad. Rates Rs. 200 per Pg.

Mech. Data Pages 8 ; Size 37 cms. x
27 cms. ; Print area 33 cms. x 23 cms. ;
n.c. 4 ; c.l. 38 cms. ; c.w. 5 cms. ;
Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. Chandrakant
Keni.

Cir. 3,000 Cc (PR 2,000).

VAURADDEANCHO IXTT

(The Worker's Friend) ; Konkani-
English-Portuguese Weekly; 16 P; Add.
Pilar (Goa).

Ad. Rates Casual Rs. 2.50 s.c.cm. ;
1 to 250 cms. Rs. 2.25-s.c.cm. ; 251 cms.
& over Rs. 2 s.c.cm. ; Front Pg. 100%
extra ; Back Pg. 50% extra ; Coloured
Front Pg. Rs. 50 Back Pg. Rs. 25
extra; per insertion ; Public Notices &
Announcements of Births, Marriages,
Deaths, Feasts, Thanks-givings, Appeals
etc. 50P per line; Min. Rs. 2; Spl. edns.:
Foundation Day Anniversary (3rd Octo-
ber) ; Christmas (25th December) &

Independence Day (15th August) ;
Rates F. Pg. Rs. 371, H. Pg. Rs. 195.50 ;
Qr. Pg. Rs. 106.25.

Mech. Data Pages 12 to 16 ; Print area
38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ;
c.w. 4.8 cms. ; Screen 80 to 100.

Gen. Inf. Estd. 1934 ; Ed. Fr. Jeronimo
Pereira ; Ad. Mgr. Bro. S. Barneto ;
Pubd. by Society of St. Francis Xavier.

Cir. 6,100 Cc (PR Not Available).

OTHER PERIODICITIES

Language

NOVEM GOEM

Konkani Fortnightly ; 25P; Add. P.O.
Box No. 256, Margao (Goa) ; Grams :
NOVEM GOEM.

Ad. Rates Casual F. Pg. Rs. 100, 3/4 Pg.
Rs. 75, H. Pg. Rs. 50, 3/8 Pg. Rs. 37.50,
Qr. Pg. Rs. 25 ; 4th cover Rs. 150, 3rd
cover Rs. 125, 2nd cover Rs. 125.

Mech. Data Pages 20 ; Size 25 cms. x
20 cms. ; n.c. 3 ; c.w. 5 cms.

Gen. Inf. Estd. 1962 ; Ed. & Pub. Guru-
nath Kelekar ; Policy : Independent.

Cir. 2,100 Cc (PR Not available).

In Goa it's

RASHTRAMAT

Marathi Daily

Price 6 Paise

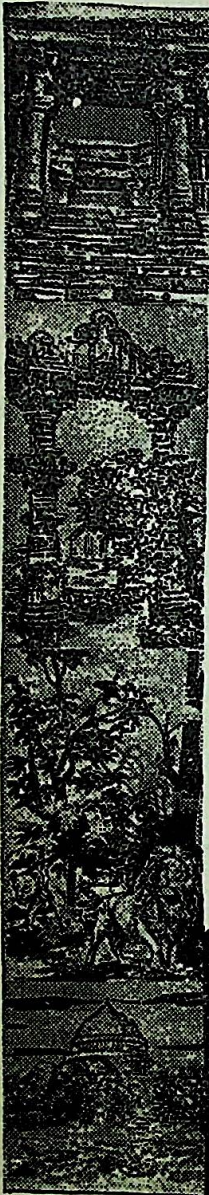
Telegram:
Rashtramat
Margao

NAV-GOMANT PRAKASHAN

Postal Bag No. 1
MARGAO - GOA

Telephone:
337
Margao

Delhi Office : C-1/10, Model Town, Delhi-9. Phone : 228096



COME TO GUJARAT

FOR VACATION FUN

For a quiet and peaceful holiday, for a holiday, that is different, come to Gujarat

Colourful costumes & folk dances, temple carvings & excavations, boating on the lakes, 'Inns in their natural habitat, the famous patola sarees, — you' will find them all in Gujarat

Carry away memories of a lifetime of you

Visit Gujarat

Issued By: **THE DIRECTORATE OF INFORMATION, GOVERNMENT OF GUJARAT, Sachivalaya, Ahmedabad-15.**

Please send me the detailed information on Tourist places of Gujarat. My preference is:

NAME

ADDRESS
Block Letters

Appl. DIRECTORATE OF INFORMATION, GOVERNMENT OF GUJARAT,
Dhansj Mahal, Apollo Bunder, Bombay-1.

Gujarat

DAILY NEWSPAPERS

Language

GUJARATKESARI

Gujarati Morning—except Mondays ;
5P ; Add. Modi Khana, Baroda (Guj.) ;
Phone 3102.

Ad. Rates Commercial display ads.
Casual upto 125 cms. Rs. 1.40 s.c.cm. ;
Contract 126 cms. to 250 cms. Rs. 1.20
s.c.cm. ; 251 cms. & over Re. 1 s.c.cm. ;
Govt. & other Public Notices etc. Rs.
1.40 s.c.cm. ; Company Prospectuses
Rs. 1.75 s.c.cm. ; Other details on appli-
cation.

Mech. Data Pages 4 ; Print area 50 cms. x
39 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w.
4.87 cms. ; Screen 80 ; Mounted Blocks
accepted.

Gen. Inf. Estd. 1958 ; Ed. Shantaben
Patel ; Ad. Mgr. I. G. Patel ; Pubd.
by S. K. L. Publications ; Policy :
Nationalist.

Cir. 4,403 Cc (PR 2,000 Prov.).

GUJARAT MITRA AND GUJARAT DARPAN

ABC

Gujarati Morning ; 10P ; Add. Gujarat-
mitra Bhavan, Near Civil Hospital,
Surat (Guj.) ; Grams : GUJARAT-
MITRA ; Phones 2586, 130.

Ad. Rates Casual 1 to 299 cms. Rs. 2.50
s.c.cm. ; Contract 300 cms. & over
Rs. 1.80 s.c.cm. ; Govt., Municipal &
other Public Notices etc. Rs. 2.50 s.c.
cm.

Mech. Data Pages 8 ; Size 59.5 cms. x
42 cms. ; Print area 55 cms. x 40 cms. ;
n.c. 8 ; c.l. 55 cms. ; c.w. 4.87 cms. ;
Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937 ; Ed. & Pub. P.U.
Reshamwala ; Ad. Mgr. T. K. Mistry,
Policy : Independent ; Member: AINEC
& ILNA.

Cir. ABC (July-Dec. '64) 23,863 (PR
20,523).

GUJARAT SAMACHAR

ABC

Gujarati Morning ; 13P ; Add. Gujarat
Samachar Bhavan, Khanpur, Ahmeda-
bad-1. (Guj.) ; Grams : PRAJA-
BANDHU ; Phones 22674, 22821 &
22822.

Ad. Rates Display ads. Casual upto
124 cms. Rs. 4 s.c.cm. ; Contract 125
cms. & over Rs. 3.50 s.c.cm. ; Govt.,
Legal & other Public Notices Rs. 4
s.c.cm. ; Entertainment ads. Rs. 4 s.c.
cm. ; Spl. pos. Front Pg. 100% extra ;
Last Pg. 50% extra ; Min. space accep-
table 3 cms.

Mech. Data Pages 8 to 12 ; Size 60 cms. x
48 cms. ; Print area 54 cms. x 40 cms. ;
n.c. 8 ; c.l. 54 cms. ; c.w. 4.87 cms. ;
Screen 60 to 65 ; Stereos and Mats
accepted.

Gen. Inf. Estd. 1932 ; Ed. Shantilal A.
Shah ; Ad. Agents Deepak Ads. Pvt.
Ltd., ; Pubd. by The Lok Prakashan
Ltd., ; Policy : Nationalist ; Member :
IENS & ILNA.

Cir. ABC (July-Dec. '64) 49,159 (PR
48,826).

JAI HIND

ABC

Gujarati Morning ; Pubd. simultaneously
from Rajkot & Ahmedabad ; 10P ;
Add. Opp. Sarda Baug, Race Course
Rd., Rajkot (Guj.) ; Grams : JAIHIND ;
Phones 218, 990 ; Opp. Manek Ice Fac-
tory, Ashram Rd., Ahmedabad ; Grams :
JAIDAILY ; Phone 7405.

Ad. Rates Combined edns. : Upto 250
cms. Rs. 3.25 s.c.cm. ; 251 cms. to 625

cms. Rs. 3 s.c.cm. ; 626 cms. & over Rs. 2.75 s.c.cm. ; Govt., Railways & other Public Notices Rs. 4 s.c.cm. ; Front Pg. 100% extra ; Last Pg. 50% extra (min. space accepted 3 cms.) ; Ear Panels 26 panels & over Rs. 32 per panel ; Colour & local entertainments rates on application.

Mech. Data Rajkot edn. : Pages 8 ; Size 51.5 cms. x 41.5 cms. ; Print area 45.5 cms. x 37.5 cms. ; n.c. 8 ; c.l. 45.5 cms. ; c.w. 4.4 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted ; Ahmedabad edn. : Pages 8 ; Size 60 cms. x 42 cms. ; Print area 54 cms. x 39 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 5 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Rajkot edn. : Estd. 1948 ; Ed. P. L. Shah ; Ad. Mgr. V. G. Sejpal ; Pubd. by Narottamdas L. Shah ; Policy : Nationalist ; Member : AINEC & ILNA ; Ahmedabad edn. : Estd. 1962 ; Ed. & Pub. N. L. Shah ; Ad. Mgr. V. G. Sejpal ; Policy : Nationalist.

Cir. Combined edns. ABC (July-Dec. '64) 48,197 (PR 42,201).

JANASATTA ABC
Gujarati Morning ; 13P ; Add. Revdi Bazar, Ahmedabad-2 (Guj.) ; Grams : JANASATTA ; Phones 24126 & 23625.

Ad. Rates Casual upto 125 cms. Rs. 4 s.c.cm. ; Contract 125 cms. & over Rs. 3.50 s.c.cm. ; Entertainment Rs. 4 s.c.cm. ; Govt., Municipal, Legal & other Public Notices etc. Rs. 1.50 per line or Rs. 4 s.c.cm. ; Front Pg. 100% extra ; Last Pg. 50% extra.

Mech. Data Pages 8 ; Size 56 cms. x 42.5 cms. ; Print area 54 cms. x 40 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 4.75 cms. ; Screen 60 to 65 ; Blocks and Mats accepted.

Gen. Inf. Estd. 1953 ; Ed. Ramanlal C. Sheth ; Ad. Dir. P. Thakore ; Ad. Mgr. M. Gandhi ; Pubd. by Janasatta Karyalaya ; Policy : Independent Nationalist ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 46,832 PR (39,735).

KUTCHMITRA

Gujarati Morning & Weekly ; (Daily)

8P (Weekly) 12P ; Add. Waniawad, Kutch, Bhuj (Guj.) ; Grams : KUTCHMITRA ; Phone 60.

Ad. Rates Upto 125 cms. Rs. 1.20 s.c.cm. ; 126 cms. to 375 cms. Re. 1 s.c.cm. ; 376 cms. & over 80P s.c.cm. ; Public Notices Rs. 1.20 s.c.cm. ; Front Pg. 50% extra.

Mech. Data Pages 4 to 8 ; Size 41 cms. x 29 cms. ; Print area 36.5 cms. x 25 cms. ; n.c. 5 ; c.l. 36.5 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1945 ; Ed. Jumakhlal Mehta ; Pubd. by Saurashtra Trust, Bombay ; Policy : Nationalist.

Cir. 2,965 Cc (PR 2,614).

LOKASATTA ABC
Gujarati Morning ; 13P ; Add. Lokasatta Bhavan, Nagarwada, P.O. Box No. 71, Baroda (Guj.) ; Grams : LOKASATTA ; Phones 4281, 4129 (Ads.) 4323.

Ad. Rates Casual Rs. 2.50 s.c.cm. ; Contract 151 cms. & over Rs. 2 s.c.cm. (min 3 cms.) ; Govt. & Public Notices etc. Rs. 2.50 s.c.cm. ; Company Speeches ; & Prospectuses Rs. 3 s.c.cm. ; Spl. pos. Front Pg. 100% extra ; Last Pg. 50% extra ; Other Spl. pos. 25% extra.

Mech. Data Pages 8 ; Size 60 cms. x 42 cms. ; Print area 53 cms. x 38 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951 ; Ed. Ramanlal C. Sheth ; Sole Ad. Agent J. R. Shah ; Pub. Manaharlal Kadakia ; Policy : Independent Nationalist ; Member : IENS & ILNA.

Cir. ABC (July-Dec. '64) 15,174 (PR 13,204).

LOK SAMACHAR

Gujarati Evening—except Sundays ; 7P ; Add. Gujarat Samachar Bhavan, Khanpur, Ahmedabad-1 (Guj.) ; Grams : PRAJABANDHU ; Phones 22821 & 22822.

Ad. Rates Casual upto 124 cms. 80 P s.c.cm. ; Contract 125 cms. & over

60 P s.c.cm. ; Front Pg. 100% extra ;
Last Pg. 50% extra.

Mech. Data Pages 8 to 12 ; Size 60 cms. x 48 cms. ; Print area 54 cms. x 40 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 4.8 cms. ; Screen 60 to 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1962 ; Ed. Nirubhai Desai ; Ad. Agents Deepak Ads. Pvt. Ltd. ; Pubd. by The Lokprakashan Ltd., Policy : Nationalist.

Cir. 7,000 Cc (PR 3,760).

NUTAN SAURASHTRA ABC
Gujarati Morning ; 10 P ; Add. P.O. Box No. 85, Ram Nivas, Sadar Bazar, Rajkot (Guj.) ; Grams : NUTAN ; Phone 223.

Ad. Rates Casual ads. upto 125 cms. Rs. 2 s.c.cm. ; Contract 126 cms. to 625 cms. Rs. 1.80 s.c.cm. ; 626 cms. & over Rs. 1.60 s.c.cm. ; Govt., Municipal Notifications, Company Prospectuses, etc. Rs. 2.50 s.c.cm. ; Spl. pos. Front Pg. 100% extra ; Last Pg. 50% extra ; Any other specified pos. 25% extra ; Panels : 26 insertions Contract Rs. 12.50 per panel ; Casual Rs. 15 per panel.

Mech. Data Pages 6 to 8 ; Size 56 cms. x 44 cms. ; Print area 51 cms. x 40 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. H. J. Rawal ; Ad. Mgr. N. J. Rawal ; Pub. J. R. Rawal ; Policy : Nationalist.

Cir. ABC (July-Dec. '64) 18,879 (PR 16,783).

PHULCHHAB ABC
Gujarati Morning ; 10P ; Add. Phulchhab Bldg., Opp. Parsi Agiari, Rajkot, Saurashtra (Guj.) ; Grams ; PHULCHHAB ; Phone 465.

Ad. Rates Casual upto 125 cms. Rs. 2 s.c. cm. ; 126 to 625 cms. Rs. 1.80 s.c. cm. ; 626 cms. & over Rs. 1.60 s.c. cm. ; Govt., Municipal, Tender & Legal Notices, Company Prospectuses, Chairman's Speeches etc. Rs. 2.50 s.c.cm. ; Panels : Front Pg. Casual Rs. 15 per

panel ; Contract for 26 panels Rs. 12.50 per panel ; Spl. pos. : Front Pg. 100% extra, Last Pg. 50% extra.

Mech. Data Pages 6 ; Size 55 cms. x 43 cms. ; Print area 51 cms. x 38 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1921 ; Ed. Himatlal D. Parekh ; Ad. Mgr. M. A. Dave ; Policy : Nationalist.

Cir. ABC (July-Dec. '64) 17,173.

PRABHAT
Gujarati Morning ; 10P ; Add. Dr. Tankaria Rd., Ahmedabad (Guj.) ; Grams : NAVRASHTRA ; Phone 23288.

Ad. Rates Casual Rs. 4 s.c.cm. ; Contract upto 100 cms. Rs. 3.50 s.c.cm. ; 101 cms. & over Rs. 2.50 s.c.cm. ; Legal and Public Notices Rs. 4 s.c.cm. ; Front Pg. 100% extra ; Last Pg. 50% extra ; Colour ads. are accepted.

Mech. Data Pages 8 ; Size 58 cms. x 44 cms. ; Print area 54 cms. x 38 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 4.75 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939 ; Ed. & Pub. Kakabhai Kothari ; Policy : Nationalist.

Cir. 28,227 Cc (PR 18,137).

PRATAP ABC
Gujarati Morning & Evening ; 10P ; Add. Pratap Sadan, Nanavat, Surat (Guj.) ; Grams : PRATAP ; Phone 206.

Ad. Rates Upto 125 cms. Rs. 1.75 s.c. cm. ; 126 cms. to 375 cms. Rs. 1.50 s.c. cm. ; 376 cms. & over Rs. 1.30 s.c.cm. ; Legal, Company & other Notices etc. Rs. 2 s.c.cm. ; Front Pg. 100% extra ; Last Pg. 50% extra.

Mech. Data Pages 8 ; Print area 50 cms. x 37.25 cms. ; n.c. 8 ; c.l. 50 cms. ; c.s. 4.87 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1926 ; Ed. Jyotsnaben Shukla ; Pubd. by Saurashtra Trust ; Policy : Nationalist.

Cir. ABC (July-Dec. '64) 12,439 (PR 12,393).

SANDESH

Gujarati Morning ; 13P ; Add. Sandesh Bldg., Gheekanta Rd., Ahmedabad (Guj.) ; Grams : SANDESH ; Phones 24241, 24242.

Ad. Rates Casual Rs. 4 s.c.cm.; Contract 125 cms. & over Rs. 3.50 s.c.cm.; Govt. & Public Notices, Legal, Railway, Municipal Notices etc. Rs. 4 s.c.cm.; Spl. pos. Front Pg. 100% extra : Last Pg. 50% extra ; Vyapar Pg. & other Spl. pos. 25% extra.

Mech. Data Pages 8 to 12 ; Size 56 cms. x 44 cms. ; Print area 52 cms. x 39 cms. ; n.c. 8 ; c.l. 52 cms. ; c.w. 4.75 cms. ; Screen 60 to 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1923 ; Mg. Ed. Chimanbhai Somabhai Patel ; Ed. Kapilray M. Mehta ; Ad. Mgr. Harsuman R. Mehta ; Pubd. by The Sandesh Ltd., ; Policy : Nationalist.

Cir. ABC (July-Dec. '64) 49,215 (PR 44,874).

SEVAK

Gujarati Evening ; 7P ; Add. Sandesh Bldg., Gheekanta Rd., Ahmedabad (Guj.) ; Grams : SANDESH ; Phones 24241, 24242.

Ad. Rates Casual upto 250 cms. Rs. 1.20 s.c.cm. ; Contract 251 cms. & over Re. 1 s.c.cm. ; Legal & Public Notices etc. Rs. 1.60 s.c.cm. ; Entertainment ads. Re. 1 s.c.cm. ; Front Pg. 100% extra ; Last Pg. 50% extra ; Inside Pg. 25% extra ; Ear Panels (7 cms. x 2 cols.) Rs. 25 per panel.

Mech. Data Pages 4 ; Size 56 cms. x 44 cms. ; Print area 51 cms. x 39 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.75 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937 ; Ed. Chimanbhai Somabhai Patel ; Ad. Mgr. Harsuman R. Mehta ; Pubd. by The Sandesh Ltd. ; Policy : Nationalist.

Cir. 9,700 Cc (PR 6,356).

SWATANTRA SARJAN

Gujarati Morning ; 10P ; Add. Opp.

ABC

Jubilee Bag, P.O. Box No. 136, Baroda (Guj.) ; Phone 3146.

Ad. Rates Casual Rs. 1.60 s.c.cm. ; 376 cms. & over Rs. 1.30 s.c.cm. ; Govt. & other Public Notices Rs. 1.60 s.c.cm. ; Company Prospectuses & Speeches etc. Rs. 2 s.c.cm. (min. space accepted 3 cms.) ; Front Pg. 100% extra ; Last Pg. 50% extra.

Mech. Data Pages 8 ; Size 56 cms. x 44 cms. ; Print area 52 cms. x 40 cms. ; n.c. 8 ; c.l. 52 cms. ; c.w. 5 cms. ; Screen 80 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961 ; Ed. Nathalal G. Brahambhatt ; Ad. Mgr. Ambalal B. Patel ; Pub. Ishwarbhai B. Desai ; Policy : Independent.

Cir. ABC (July-Dec.) 6,851 (PR 4,000 Prov.).

WEEK-END NEWSPAPERS

English

SUNDAY GLOBE

English Sunday Paper; 20P; Add. Matru Chhaya, North Sursagar, Baroda (Guj.) ; Grams : SUNGLOBE.

Ad. Rates Casual upto 150 cms. Rs. 3.40 s.c.cm. ; Contract : 151 cms. & over Rs. 2.80 s.c.cm. ; Front Pg. (Min. 8 cms. x 2 col., max. 15 cms. 2 col.) 100% extra ; Spl. pos. 25% extra ; F. Pg. Rs. 350, H. Pg. Rs. 200 per insertion.

Mech. Data Pages 14 ; Size 37.5 cms. x 25 cms. ; Print area 32.5 cms. x 20 cms. ; n.c. 4 ; c.l. 32.5 cms. ; c.w. 5 cms. ; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1964 ; Ed. & Pub. C. J. Patel ; Ad. Mgr. V. V. Chavan ; Policy: News Weekly.

Cir. 5,200.

ADVERTISEMENT

A Statement by the Publisher

Sunday Globe is the only English newspaper in Gujarat. Essentially a Sunday

paper, it tries to give a variety of reading material consisting of news, views and a set of unique regular columns on political commentaries from Delhi and Ahmedabad, Life's Little Laughs, medicine, science, sports, films, astrology, quiz, etc. Commands a wide readership both within and outside Gujarat. In Gujarat, the only authentic voice of the intelligentsia and the forward-looking.

Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. & Pub. Navin B. Parikh ; Policy : Progressive.

Cir. 7,135 Cc

BALSANDESH

Gujarati Weekly—Saturdays ; 16 P ; Add. Sandesh Bldg., Gheekanta Rd., Ahmedabad (Guj.) ; Grams : SANDESH ; Phones 24241 & 24242.

Ad. Rates Casual upto 250 cms. Rs. 2 s.c.cm. ; Contract : 251 cms. & over Rs. 1.60 s.c.cm.

Mech. Data Size 44 cms. x 30 cms. ; Print area 39 cms. x 25 cms. ; n.c. 5 ; c.l. 39 cms. ; c.w. 4.75 cms. ; Screen 60 ; Blocks & Stereos accepted.

Gen. Inf. Estd. 1952 ; Ed. F. Chimanbhai Patel ; Ad. Mgr. Harsuman R. Mehta ; Pubd. by The Sandesh Ltd., ; Policy : Nationalist, Children's weekly.

Cir. 21,026 Cc (PR 19,638).

CHAKRAM

Gujarati Weekly—Wednesdays ; 25P ; Add. Golibar Book Depot, Khamasa Gate, Ahmedabad (Guj.).

Ad. Rates F. Pg. Rs. 75, H. Pg. Rs. 40 ; Qr. Pg. Rs. 22.50 per insertion.

Mech. Data Pages 44 to 52 ; Size 25 cms. x 18 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. & Pub. N. J. Golibar ; Ad. Agents Siddharth Advertising Agency ; Policy : Independent.

Cir. 21,000 Cc (PR 20,878).

CHITRAJYOT

Gujarati Weekly—Thursdays ; 16P ; Add. Sandesh Bldg., Gheekanta Rd., Ahmedabad (Guj.) ; Grams : SANDESH ; Phones 24241 & 24242.

Ad. Rates Casual upto 124 cms. Rs. 1.20 s.c.cm. ; Contract 125 cms. & over Re. 1 s.c.cm. ; Notices, & Classified ads. Rs. 1.20 s.c.cm. ; Spl. pos. Front Pg. 100% extra ; Last Pg. 50% extra.

CONSUMER PUBLICATIONS

WEEKLIES

Language

AGEKUTCH

Gujarati Weekly—Wednesdays ; 12P ; Add. Shroff Bazar, Modasa (Dist. Sabarkantha) (Guj.) ; Grams : CHAITANYA ; Phone 23.

Ad. Rates Casual Rs. 1.50 s.c.cm. ; Contract : 250 cms. to 500 cms. Rs. 1.30 s.c.cm. ; 501 cms. to 1000 cms. Rs. 1.25 s.c.cm. ; 1001 cms. & over Rs. 1.10 s.c.cm. ; Panels: 12 to 25 panels Rs. 10 per panel, 26 and over Rs. 7.50 per panel ; First Pg. 100% extra, Last Pg. 50% extra ; Govt. & other Public Notices Rs. 1.60 s.c.cm. ; Company Prospectuses etc. Rs. 2 s.c.cm.

Mech. Data Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Screen 60 to 65 ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1949 ; Ed. & Pub. Natvarlal S. Shah ; Policy : Nationalist.

Cir. 9,979 Cc (PR Not Available).

ARUNODAYA

Gujarati Weekly—Thursdays ; 10 P ; Add. Tower Road, Surat-3 (Guj.).

Ad. Rates Upto 300 cms. Rs. 2 s.c.cm. ; More than 300 cms. Rs. 1.50 s.c.cm. ; Front Pg. 100% extra ; Panels : Front Pg. Rs. 20 per panel, Last Pg. extra 50% ; Public Notices Rs. 3 s.c.cm.

Mech. Data Pages 4 ; Size 45 cms. x 32 cms. ; Print area 40 cms. x 30 cms. ; n.c. 7 ; c.l. 40 cms. ; c.w. 4 cms. ;

Mech. Data Pages 8 ; Size 56 cms. x 44 cms. ; Print area 51 cms. x 39 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.75 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Ed. Chimanbhai Patel ; Ad. Mgr. H. R. Mehta ; Pubd. by The Sandesh Ltd., ; Policy : Nationalist.

Cir. 20,695 Cc (PR 12,030).

CHITRALOK

Gujarati Weekly—Thursdays; 16P ; Add Gujarati Samachar Bhavan, Khanpur, Ahmedabad-1 (Guj.) ; Grams : PRAJABANDHU ; Phones 22821 & 22822.

Ad. Rates Casual Rs. 1.60 s.c.cm. ; Contract 125 cms. Rs. 1.20 s.c.cm. ; Public Notices etc. Rs. 1.60 s.c.cm. ; Front Pg. 100% extra ; Last Pg. 50% extra ; Colour ad. rates on application.

Mech. Data Pages 8 to 10 ; Size 57.5 cms. x 44 cms. ; Print area 55 cms. x 40 cms. ; n.c. 8 ; c.l. 55 cms. ; c.w. 5 cms. ; Screen 60 to 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1952 ; Ed. Shantilal A. Shah ; Ad. Agents Deepak Ads. Pvt. Ltd., ; Pubd. by The Lok Prakashan Ltd., ; Policy : Devoted to Film Industry.

Cir. 21,000 Cc (PR 20,167).

GUJARAT TIMES

Gujarati Weekly—Tuesdays; 20P ; Add. Nadiad (Guj.) ; Grams : TIMES ; Phone 210.

Ad. Rates Ord. Casual 1 to 250 cms. Rs. 1.40 s.c.cm. ; Contract 250 cms. to 600 cms. Rs. 1.30 s.c.cm. ; 601 cms. & over Rs. 1.20 s.c.cm. ; Public & Legal Notices etc. Rs. 1.40 s.c.cm. ; Spl. pos. 1st Pg. 100% extra ; Last Pg. 50% extra.

Mech. Data Pages 18 ; Size 45 cms. x 28 cms. ; Print area 40 cms. x 25 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1926 ; Ed. Maneklal H. Shah ; Gen. Mgr. V. M. Shah ; Ad. Mgr. K. M. Shah ; Pub. M. H. Shah ; Policy : Nationalist.

Cir. 8,985 Cc (PR 8,307).

HINDU

Gujarati Weekly ; 7P ; Add. 256 Kothi's Pole, Raipur Rd., Ahmedabad (Guj.) ; Grams : HINDU ; Phone 52078.

Ad. Rates Upto 250 cms. Rs. 1.60 s.c.cm. ; 251 cms. & over Rs. 1.40 s.c.cm. ; Govt. & other Public Notices Rs. 2.40 s.c.cm. ; Front Pg. 100% extra.

Mech. Data Pages 4 ; Size 50 cms. x 35 cms. ; Print area 45 cms. x 30 cms. ; n.c. 6 ; c.l. 45 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939 ; Ed. & Pub. Vrajlal Arya ; Ad. Mgr. K. K. Mehta ; Policy : Rashtriya.

Cir. Not Available.

KATHIAWAR TIMES

Gujarati Weekly ; Mondays ; 10 P ; Add. Kathiawar Times Bldg., Rajkot (Guj.).

Ad. Rates Upto 625 cms. Rs. 1.50 s.c.cm. ; 626 cms. & Over Rs. 1.25 s.c.cm. ; Classified ads. & Public Notices Rs. 2 s.c.cm. ; Spl. pos. 1st Pg. 100% extra ; Last Pg. 50% extra.

Mech. Data Pages 10 ; Print area 33 cms. x 22.5 cms. ; n.c. 4 ; c.l. 33 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1888 ; Ed. & Pub. M. A. Wazirani ; Policy : Independent, Rural uplift.

Cir. 5,000 Cc (PR 5,137).

KHEDA VARTMAN

Gujarati Weekly ; 20 P ; Add. Gandhi Chowk, Kaira (Guj.) ; Grams : KHE-DAVARTMAN ; Phone 38.

Ad. Rates 1 to 250 cms. Rs. 1.40 s.c.cm. ; 251 cms. to 500 cms. Rs. 1.30 s.c.cm. ; 501 cms. & over Rs. 1.20 s.c.cm. (min. space 3 cms.) ; Spl. pos. rates & other details on application.

Mech. Data Pages 18 ; Size 45 cms. x 29 cms. ; Print area 40 cms. x 26 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1861 ; Ed. & Pub. Babubhai M. Sheth ; Ad. Mgr. J. M. Sheth ; Policy : Nationalist.

Cir. 8,525 Cc (PR 7,521).

LOKMAT

Gujarati Weekly—Saturdays ; 25 P ; Add. Lokmat Karyalaya, Near Santram Tower, Nadiad, W. Rly. (Guj.) ; Grams : LOKMAT ; Phone 30.

Ad. Rates Casual Rs. 1.50 s.c. cm. ; Contract 251 cms. to 500 cms. Rs. 1.25 s.c.cm. ; 501 cms. & over Re. 1 s.c.cm. ; Public & Legal Notices Rs. 1.50 s.c.cm. ; Entertainment ads. Rs. 1.25 s.c. cm.

Mech. Data Pages 16 ; Size 44 cms. x 22 cms. ; Print area 40 cms. x 25 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 4.9 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. C. M. Patel ; Ad. Mgr. R. S. Thakar ; Pubd. by Lokbandhu Sahakari Prakashan Ltd. ; Policy : Nationalist.

Cir. 9,142 Cc (PR 1,858).

MAHA GUJARAT

Gujarati Weekly ; 15 P, (Annual Rs. 6 ; Add. Siddhraj Rd., Near Three Gates, Patan (Guj.) ; Phone 11.

Ad. Rates On application.

Mech. Data Pages 12 to 16 ; Size 34 cms. x 26 cms. ; Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Blocks accepted.

Gen. Inf. Estd. 1949 ; Ed. & Ad. Mgr. Prahlad P. Khamar ; Policy : Nationalist.

Cir. 4,000 Cc (PR 2,200).

NOOTAN GUJARAT

Gujarati Weekly—Sundays ; 20 P ; Add. Janasatta Karyalaya, Revdi Bazar, Ahmedabad-2 (Guj.) ; Grams : JANASATTA ; Phone 23625.

Ad. Rates Upto 125 cms. Rs. 3 s.c.cm. ; Contract 126 cms. to 250 cms. Rs. 2.40 s.c.cm. ; 251 cms. & over Rs. 2. s.c. cm. ; Spl. pos. Front Pg. 50% extra.

Mech. Data Pages 16 ; Size 56 cms. x 42.5 cms. ; Print area 54 cms. x 40 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 4.75 cms. ; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1961 ; Ed. Ramanlal C. Sheth ; Sole Ad. Agents Dilip Advertisers ; Pubd. by Janasatta Karyalaya ; Policy : General.

Cir. 13,000 Cc (PR 9,102).

RASRANJAN

Gujarati Weekly ; 20 P ; Add. Rasranjan Karyalaya, Near Muslim Society, Navrangpura, Ahmedabad-9 (Guj.).

Ad. Rates On application.

Mech. Data On Application.

Gen. Inf. Estd. 1959 ; Ed., Ad. Mgr. & Pub. Jeewaram Joshi ; Policy : Children's Magazine.

Cir. 18,500 Cc (PR 15,894).

ROOPERI RANJAN

Gujarati Cine Weekly ; 13P ; Add. P.O. Box No. 85, Ram Nivas, Sadar Bazar, Rajkot (Guj.) ; Grams : NUTAN ; Phone 223.

Ad. Rates Casual 3 cms. to 250 cms. Rs. 1.60 s.c. cm. ; 251 cms. to 600 cms. Rs. 1.40 s.c. cm. ; 601 cms. & over Rs. 1.20 s.c. cm.

Mech. Data Pages 6 to 8 ; Size ; 56 cms. x 44 cms. ; Print area 51 cms. x 40 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. H. J. Rawal ; Ad. Mgr. N. J. Rawal.

Cir. Not Available.

SABRAS

Gujarati Children's Weekly ; 16 P ; Add. Revdi Bazar, Ahmedabad-2 (Guj.) ; Grams : JANASATTA ; Phones 24126, 23625.

Ad. Rates Casual upto 150 cms. Rs. 1.60 s.c. cm. ; 151 cms. and over Rs. 1.40 s.c. cm.

Mech. Data Pages 16 ; Size 40 cms. x 28 cms. ; Print area 38 cms. x 25 cms. ;

n.c. 5; c.l. 38 cms.; c.w. 5 cms.;
Screen 60 to 65; Blocks and Mats accepted.

Gen. Inf. Estd. 1962; Ed. Ramanlal C. Sheth; Ad. Director P. Thakore; Ad. Mgr. M. Gandhi; Pubd. by Janasatta Karyalaya.

Cir. 10,000 Cc (PR 7,201).

SADHNA

Gujarati Weekly—Sundays; 20 P; Add. Red Cross Rd., Ahmedabad-1 (Guj.); Phone 24307.

Ad. Rates Casual 125 cms. to 500 cms. Rs. 1.25 s.c.cm.; Contract 125 cms. to 500 cms. Re. 1 s.c.cm.; 501 cms. & over 75P s.c.cm.; Govt., Railway & other Public Notices Rs. 1.50 s.c.cm.; Front Pg. 100% extra; Last Pg. 50% extra; Other Spl. pos. 25% extra; Colour ad. Rates on application.

Mech. Data Pages 12; Size 37 cms. x 25 cms.; Print area 32 cms. x 22 cms.; n.c. 4; c.l. 32 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. J. M. Bhatt; Pubd. by Sadhana Prakashan Trust; Policy: Nationalist.

Cir. 5,000 Cc (PR 2,127).

SAMAYA

Gujarati Weekly; 10 P; Add. Samaya Karyalaya, Surendranagar, Saurashtra (Guj.); Grams: SAMAYAKARYA-LAYA; Phone 283.

Ad. Rates 1 to 125 cms. Rs. 1.80 s.c.cm.; 126 cms. to 625 cms. Rs. 1.60 s.c.cm.; 626 cms. & over Rs. 1.40 s.c.cm.; Classified Ads., Govt., Legal & Public Notices, Prospectuses, Announcements etc. Rs. 2 s.c.cm.

Mech. Data Pages 8; Size 25 cms. x 37.5 cms.; Print area 32.5 cms. x 20 cms.; n.c. 4; c.l. 32.5 cms.; c.w. 5 cms.; Stereos accepted.

Gen. Inf. Estd. 1949; Ed. Bhanubhai Shukla; Ad. Mgr. R. Acharya; Policy: Nationalist.

Cir. 6,000 Cc (PR 645).

SAHAKAR

Gujarati Weekly—Fridays; 15 P; Add. Opp. Municipal Office, Dhebarbhai Rd., Rajkot (Guj.); Phone 1084.

Ad. Rates Display Casual upto 125 cms. Rs. 1.60 s.c.cm.; Contract: 126 cms. and over Rs. 1.40 s.c.cm. (To be consumed within 12 months); Public & Legal notices, Company meeting reports, Prospectuses and other announcements Rs. 1.40 s.c.cm.; Spl. pos. Front Pg. 50% extra; Guaranteed pos. 25% extra; colour ads. rates will be supplied on application.

Mech. Data Print area 38 smc. x 25 cms.; n.c. 5; c.l. 35 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. Jaysukhbhai K. Shah; Mg. Ed. Harsukh M. Sanghani; Ad. Mgr. Nagin Dhrafsani; Policy: Co-operative, Panchayat Movement.

Cir. 2,942 Cc (PR 1,924).

STREE

Gujarati Weekly—Saturdays; 20 P; Add. Sandesh Bldg., Gheekanta Rd., Ahmedabad (Guj.); Grams: SANDESH; Phones 24241 & 24242.

Ad. Rates Casual upto 250 cms. Rs. 2.40 s.c.cm.; Contract 251 cms. & over Rs. 2 s.c.cm.; colour Ads. 100% extra.

Mech. Data Pages 16; Size 44 cms. x 26 cms.; Print area 39 cms. x 25 cms.; n.c. 5; c.l. 39 cms.; c.w. 4.75 cms.; Screen 65; Blocks & Stereos accepted.

Gen. Inf. Ed. Lilaben Patel; Ad. Mgr. H. R. Mehta; Pubd. by The Sandesh Ltd.; Policy: Nationalist, Women's Paper.

Cir. 32,633 Cc. (PR 12,107).

SWARAJYA

Gujarati Weekly—Fridays; 15 P; Add. Swarajya Karyalay, Moti Bazar, Palanpur (Guj.).

Ad. Rates Casual Rs. 1.20 s.c.cm.

Mech. Data Pages 8; Size 21.25 cms. x 33.8 cms.; Print area 30 cms. x 20 cms.; n.c. 4; c.l. 30 cms.; c.w. 5 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953 ; Ed. Champaklal M. Mehta ; Ad. Mgr. J. C. Mehta ; Policy : Pro-Government & Pro-Congress.

Cir. Not Available.

ZAGMAG

Gujarati Weekly—Saturdays : 16 P ; Add. Gujarat Samachar Bhavan, Khanpur, Ahmedabad-1 (Guj.) ; Grams : PRAJABANDHU ; Phones 22821 & 22822.

Ad. Rates Display ads. Casual Rs. 1.60 s.c.cm. ; Contract 125 cms. & over Rs. 1.40 s.c.cm.

Mech. Data Pages 16 ; Size 42 cms. x 29 cms. ; Print area 39 cms. x 25 cms. ; n.c. 5 ; c.l. 39 cms. ; c.w. 5 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1952 ; Ed. Shantilal A. Shah ; Ad. Agents Deepak Ads. Private Ltd. ; Pubd. by The Lok Prakashan Ltd. ; Policy : Children's Magazine.

Cir. 26,000 Cc (PR 27,936).

ZANKAR

Gujarati Weekly ; 15 P ; Add. Ram Niwas, Sadar Bazar Rd., Rajkot (Guj.) ; Grams : NUTAN ; Phone 223.

Ad. Rates 3 to 250 cms. Rs. 1.60 s.c.cm. ; 251 cms. to 600 cms. Rs. 1.40 s.c.cm. ; 601 cms. & over Rs. 1.20 s.c.cm.

Mech. Data Pages 16 ; Size 42 cms. x 28.5 cms. ; Print area 36 cms. x 25 cms. ; n.c. 5 ; c.l. 36 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. H. J. Rawal ; Ad. Mgr. N. J. Rawal ; Pubd. by J. R. Rawal ; Policy : Nationalist.

Cir. Not Available.

OTHER PERIODICITIES

English

TOPIC

English Monthly ; 60 P ; Add. Bombay Mutual Bldg., Tilak Rd., Ahmedabad-1 (Guj.) ; Phone 20777.

Ad. Rates F. Pg. Rs. 200, H.Pg. Rs. 175, Qr. Pg. Rs. 75 per insertion ; Cover

Pages: 2nd & 3rd covers F. Pg. Rs. 300, Last cover Rs. 500 per insertion.

Mech. Data Pages 40 ; Size 27 cms. x 21 cms. ; Print area 23 cms. x 18 cms. ; n.c. 3 ; c.l. 23 cms. ; c.w. 5.5 cms. ; Screen 80 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960 ; Eds. & Pubs. H. N. Vyas & P. C. Raval ; Policy : Nationalist.

Cir. 7,200 Cc (PR Not Available).

Language

AARASEE

Gujarati Monthly ; 75P ; Add. Dr. Tankaria Rd., Ahmedabad (Guj.) ; Phone 23288.

Ad. Rates Casual : F. Pg. Rs. 100 ; H. Pg. Rs. 55 ; Qr. Pg. Rs. 30 per insertion ; Contract for 6 months : F. Pg. Rs. 95 ; H. Pg. Rs. 50, Qr. Pg. Rs. 25 ; for 12 months : F. Pg. Rs. 90, H. Pg. Rs. 45, Qr. Pg. Rs. 22.50 per insertion ; Cover Pgs. & Spl. pos. rates on application.

Mech. Data Size 27 cms. x 18 cms. ; Print area 22.5 cms. x 15 cms. ; n.c. 2 ; c.l. 22.5 cms. ; c.w. 7.5 cms. ; Screen 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953 ; Ed. (Miss) Babibahen Bharwada ; Policy : Cultural & Educative Family Magazine.

Cir. 7,885 Cc (PR 8,055).

AKHAND ANAND

ABC Gujarati Monthly ; 90 P ; Add. Swami Akhandanand Rd., Bhadra, P.O. Box No. 50, Ahmedabad (Guj.) ; Grams : AKHANDANAN ; Phone 23558.

Ad. Rates Ord. pos. Casual ; F. Pg. Rs. 220, H. Pg. Rs. 120 ; Reading M. pos. Casual : F. Pg. Rs. 240, H. Pg. Rs. 130 per insertion ; Contract for 6 insertions or over : Ord. pos. F. Pg. Rs. 200, H. Pg. Rs. 110, Reading M. pos. F. Pg. Rs. 220, H. Pg. Rs. 120 per insertion ; Spl. pos. : Opp. Photo Section Rs. 300, Opp. 1st article Rs. 300, Opp. Index Rs. 275, Opp. Subscribers & Writers Rs. 250, Opening Pg. Rs. 250 per insertion ; Cover Pgs. : 2nd & 3rd covers upto 3 colours Rs. 450 each ;

4 colours Rs. 550 per insertion, 4th cover Pg. upto 3 colours Rs. 550 ; 4 colours Rs. 650 per insertion.

Mech. Data Pages 120 ; Size 24 cms. x 16.5 cms. ; Print area 20 cms. x 13 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 6.5 cms. ; Screen upto 80 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1947 ; Ed. T. K. Thakkar ; Ad. Mgr. B. C. Patel ; Pubd. by Sasta Sahitya Mudranalaya Trust ; Member : IENS.

Cir. ABC (July-Dec. '64) 41,988 (PR 39,871).

ANJLI

Gujarati Monthly ; 50 P ; Add. P.O. Box No. 85, Varma House, Sadar Bazar, Rajkot (Guj.) ; Grams : C/O NUTAN ; Phone 223.

Ad. Rates Casual F. Pg. Rs. 160, H. Pg. Rs. 90, Qr. Pg. Rs. 50 per insertion ; Contract rate for 6 insertions or more F. Pg. Rs. 125, H. Pg. Rs. 75 Qr. Pg. Rs. 40 per insertion ; Titles : 2nd title Rs. 300 ; 3rd title Rs. 250 ; 4th (last) in 2 colours Rs. 400.

Mech. Data Pages 64 ; Size Quarter Demy ; Print area 25 cms. x 18 cms. ; n.c. 2 ; c.l. 25 cms. ; c.w. 8 cms. ; Screen 60 to 65 ; Only Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. P. R. Nathwani ; Ad. Mgr. N. J. Rawal.

Cir. 9,097 Cc (PR Not Available).

ARAM

Gujarati Monthly ; 50P, (yearly subs. Rs. 6) ; Add. Sandesh Bldg., Gheekanta Rd., Ahmedabad (Guj.) ; Grams : SANDESH ; Phones 24241 & 24242.

Ad. Rates Casual F. Pg. Rs. 80 ; H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion ; Contract : for 6 insertions F. Pg. Rs. 70, H. Pg. Rs. 40 per insertion.

Mech. Data Print area 22 cms. x 17 cms. ; n.c. 3 ; c.l. 22 cms. ; c.w. 5.4 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933 ; Ed. Chimanbhai Somabhai Patel ; Ad. Mgr. Harsuman

R. Mehta ; Pubd. by The Sandesh Ltd., ; Policy : Gujarati Story Magazine.

Cir. 11,500 Cc (PR 8,700).

CHANDANI

Gujarati Monthly ; 50 P ; Add. Janasatta Karyalaya, Revdi Bazar, Ahmedabad-2 (Guj.) ; Grams : JANASATTA ; Phone 23625.

Ad. Rates Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion ; Contract for 6 insertions or more F. Pg. Rs. 125, H. Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion ; Title Pgs : 2nd Rs. 400, 3rd Rs. 300, 4th (last) in two colours Rs. 500 per insertion.

Mech. Data Pages 76 to 80 ; Size 28 cms. x 21 cms. ; Print area 25 cms. x 18 cms. ; n.c. 2 ; c.l. 25 cms. ; c.w. 9 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Ed. Ramlal Seth ; Sole Ad. Agents Dilip Advertisers ; Policy : General, Illustrated Story Magazine.

Cir. ABC (July-Dec. '64) 22,252 (PR 20,285).

JYOTSNA

Hindi & Gujarati Annual ; Rs. 3 ; Add. Dr. Tankaria Rd., Ahmedabad (Guj.) ; Grams : NAVRASHTRA ; Phone 23288.

Ad. Rates Ord. pos. F. Pg. in any one language Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion ; In 2 languages : F. Pg. Rs. 450 ; H. Pg. Rs. 250, Qr. Pg. Rs. 150 per insertion ; Spl. pos. rates on application.

Mech. Data Size 27.94 cms. x 21.59 cms. ; Print area 22.86 cms. x 17.15 cms. ; Screen 120 ; Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. & Pub. Babibahen M. Bharwada ; Ad. Mgr. Thanawala ; Policy : Indian Cultural Annual.

Cir. 8,759 Cc.

KISAN SANDESH

Gujarati Monthly ; 30P ; Add. Station Rd., Anand, W. Rly., (Guj.) ; Grams : KISANSANDESH.

Ad. Rates F. Pg. Rs. 50, H. Pg. Rs. 40, Qr. Pg. Rs. 30, per insertion; 2nd & 3rd covers : F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 25 each per insertion; Last cover F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion.

Mech. Data Pages 24 ; Size 25.5 cms. x 19 cms. ; Print area 20 cms. x 14 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 6.25 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. Shashikant Parekh ; Ad. Mgr. (Mrs.) Bharati ; Pub. S. V. Parekh ; Policy : Nationalist, Agriculture.

Cir. 3,500.

PRAVASI

Gujarati Monthly ; Add. Vahan Vyavahar Bhavan ; Astodia, Ahmedabad. (Guj.).

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 75 per insertion; Last cover 2 & 3 colours Rs. 300 ; 2nd & 3rd title Pg. Rs. 250 each per insertion.

Mech. Data Size 25 cms. x 19 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. L. P. Bhatt ; Pubd. by Gujarat State Rd. Transport Corpn. ; Policy : Literary.

Cir. 3,000 Cc (PR 2,784).

SANSAR

Gujarati Monthly ; 50 P ; Add. Sansar Advertisers, P.O. Box No. 31, Ahmedabad (Guj.) ; Grams : SANDESH ; Phones 4241, 4242.

Ad. Rates Upto 3 insertions F. Pg. Rs. 75, H. Pg. Rs. 40 per insertion ; 4 to 6 insertions F. Pg. Rs. 65, H. Pg. Rs. 30 ; 7 to 12 insertions F. Pg. Rs. 55, H. Pg. Rs. 30 per insertion ; Spl. pos. Opening Pg. : Contract for 12 insertions Rs. 100 ; Opp. Index, Opp. 1st article Rs. 100 per Pg. each ; Cover Pgs: 2nd & 3rd covers Rs. 150 per Pg. each ; 4th cover Rs. 200 per insertion.

Mech. Data Pages 124 ; Size 19.5 cms. x 13 cms. ; Print area 17 cms. x 9.5 cms. ; n.c. 2 ; c.l. 17 cms. ; c.w. 4.75

cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1923 ; Ed. Ishwar Patlikar ; Policy : Nationalist.

Cir. 3,444 Cc (PR 4,062).

SHREERANG

Gujarati Monthly Digest ; 75 P ; (yearly subs. Rs. 8) ; Add. Gujarat Samachar Bhavan, Khanpur, Ahmedabad-1 (Guj.) ; Grams : PRAJABANDHU ; Phones 22821 & 22822.

Ad. Rates F. Pg. Rs. 60, H. Pg. Rs. 35 per insertion ; Cover Pgs : 2nd & 3rd covers Rs. 100 each ; Last cover Rs. 150 per insertion.

Mech. Data Pages 150 to 175 ; Size 17.5 cms. x 12.5 cms. ; Print area 15 cms. x 10 cms. ; n.c. 2 ; c.l. 15 cms. ; c.w. 5 cms. ; Screen 75 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. Shantilal A. Shah ; Ad. Agents Deepak Ads. Private Limited ; Pubd. by The Lok Prakashan Ltd. ; Policy : Digest Magazine.

Cir. 5,000 Cc (PR 4,617).

Be
wise
Adver-
tise!

EVANST

ACC

YOUR GUARANTEE FOR QUALITY



Silvicrete

White cement brings out that sparkle in all buildings in brilliant white or in radiant colours.



ACCOPROOF

Cement-water-proofing additive makes all cement mortar and concrete absolutely impervious to damp and seepage.



FIREBRICKS

High alumina firebricks — excellent for iron, steel, cement, copper, glass and similar industries.



ACCOCID

Acid-resistant cement — supplied in 2 parts — powder and liquid — resists the corrosive action of acids and chemicals.



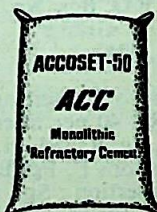
Ready supplies available from the nearest branch of The Cement Marketing Company of India Ltd. or from their Distributors

FREE literature on request

**THE ASSOCIATED CEMENT
COMPANIES LIMITED**

The Cement Marketing
Co. of India Limited

JWT-CMI.2853 A



ACCOSET-50

Heat-resistant cement — ideal for construction and repairs of all types of furnaces.

Jammu & Kashmir

DAILY NEWSPAPERS

English

KASHMIR POST

English Morning : 10 P ; Add. Exchange Rd., Srinagar (J & K) ; Grams : KASH-POST ; Phone 1157.

Ad. Rates Casual Rs. 3.50 s.c.cm. ; Contract upto 249 cms. Rs. 3.25 s.c.cm. ; 250 cms. & over Rs. 3 s.c.cm.

Mech. Data Pages 4 ; Size 50 cms. x 38 cms. ; Print area 46 cms. x 35 cms. ; n.c. 7 ; c.l. 46 cms ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. O. N. Kaul ; Ad. Mgr. Omendra Ganju, Gen. Mgr. P. N. Munshi ; Pub. G. Ahmed ; Policy : Independent, Nationalist ; Member : AINEC.

Cir. 11,500 Cc.

Language

DAILY AFTAB

Urdu Morning ; (weekdays) 10P, (Sundays) 20P ; Add. Bud-Shah Hotel Bdlg., Srinagar (J & K) ; Grams : AFTAB ; Phones 3365, 3846.

Ad. Rates Upto 100 cms. Rs. 1.25 s.c.cm. ; 101 cms. to 500 cms. Rs. 1.15 s.c.cm. ; 501 cms. & over 80 P s.c.cm. ; Front Pg. 50% extra ; Rates for Reports, Company Meetings etc. on application.

Mech. Data Pages 4 ; Size 51 cms. x 33 cms. ; Print area 46 cms. x 30 cms. ; n.c. 6 ; c.l. 46 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Charbas accepted.

Gen. Inf. Estd. 1957 ; Ed. Kb. Sanaullah Butt.

Cir. 14,000 Cc.

DAILY MARTAND

Urdu Morning—except Mondays ; 12P ; Add. Sharika Bhavan, Shetalnath, Srinagar (J & K) ; Grams : DAILY MARTAND ; Phone 2574.

Ad. Rates 1 to 100 cms. Rs. 1.75 s.c.cm. ; 101 cms. to 1500 cms. Rs. 1.50 s.c.cm. ; 1501 cms. & over Rs. 1.25 s.c.cm.

Mech. Data Pages 6 to 8 ; Size 50 cms. x 37.5 cms. ; Print area 45 cms. x 35 cms. ; n.c. 7 ; c.l. 45 cms. ; c.w. 5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1931 ; Ed. B. N. Mattoo ; Policy : Nationalist.

Cir. 15,000 Cc.

DAILY SANDESH

Urdu Morning ; Pubd. simultaneously from Jammu & Srinagar ; 10P ; Add. Jammu Office : Residency Rd., Jammu (J & K) ; Grams : DAILY SANDESH ; Phones 5437, 5263 & 5471 ; Srinagar Office : Residency Road, Srinagar (J & K) ; Grams : DAILY SANDESH.

Ad. Rates Upto 125 cms. Rs. 2 s.c.cm. ; 126 cms. & over Rs. 1.60 s.c.cm. ; Front Pg. 50% extra ; Front Pg. Ear Panels : 1 to 12 panels Rs. 20, 13 to 25 panels Rs. 15 per panel, 26 panels & over Rs. 12 panel.

Mech. Data Pages 4 ; Size 50 cms. x 37.5 cms. ; Print area 47 cms. x 35 cms. ; n.c. 7 ; c.l. 47 cms. ; c.w. 4.78 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. Syed Nazir Hussain Samnani ; Ad. Mgr. L. N. Kaul ; Policy : Nationalist, Independent.

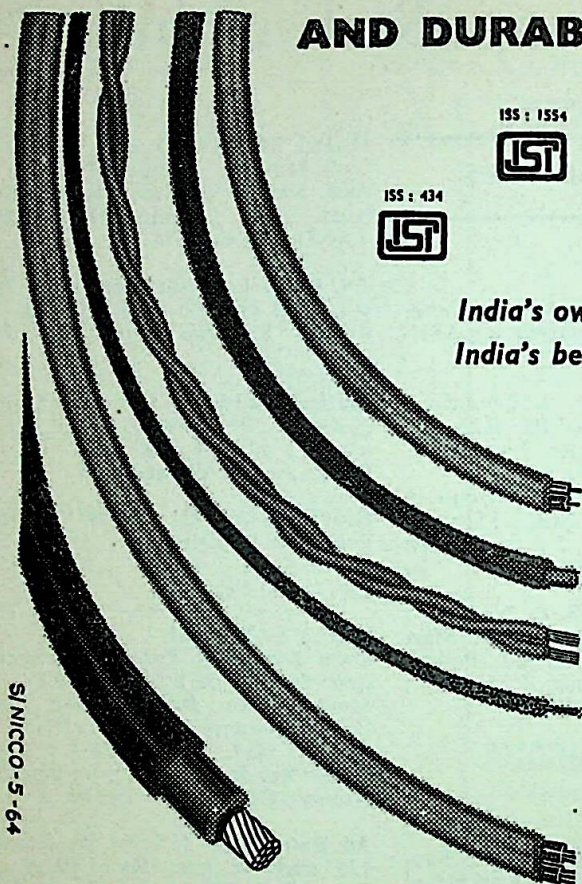
Cir. 13,700 Cc.

KHIDMAT

Urdu Morning : 10 P ; Add. The Bund,



**FOR DEPENDABILITY
AND DURABILITY...**



ISS : 1554



ISS : 434



ISS : 694



*India's own
India's best*

RANGE OF PRODUCTS:

Rubber Insulated Cables,	A. A. C. — A. C. S. R.,
P. V. C. Cables,	Copper Conductor
V. C. Cables,	Solid & Strands.
Paper & Cotton Covered	Grooved Contact Wire &
Copper Wires & Strips.	Cadmium Copper Catenary
Enamelled Copper Wires.	

**THE NATIONAL INSULATED
CABLE CO. OF INDIA LTD.**

NICCO HOUSE • 2, HARE STREET, CALCUTTA-I ●
BRANCH: KASHMERE GATE, POST BOX NO. 1644, DELHI.

P.O. Box No. 11, Srinagar (J&K) ;
Grams : KHIDMAT ; Phone 2659.

Ad. Rates Casual upto 100 cms. Rs. 1.75 s.c.cm. ; 101 to 1,800 cms. Rs. 1.50 s.c.cm. ; 1,801 cms. & over Rs. 1.25 s.c.cm. ; Spl. pos. Front Pg. 50% extra ; Front Pg. solus 100% extra.

Mech. Data Pages 6 to 8 ; Size 51 cms. x 38 cms. ; Print area 47 cms. x 35 cms. ; n.c. 7 ; c.l. 47 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940 ; Ed. N. L. Wattal ; Ad. Mgr. Mir Ghulam Mustaffa ; Pubd. by All J & K National Conference ; Policy : Progressive Nationalist.

Cir. 20,600 Cc.

CONSUMER PUBLICATIONS

WEEKLIES

Language

HAMDARD

Urdu Weekly & Bi-weekly ; 15P ; Add. Red Cross Rd., Amira Kadal ; Srinagar-I (J&K) ; Grams : HAMDARD ; Phone 3600.

Ad. Rates Upto 249 cms. Re. 1 s.c.cm. ; 250 cms. to 499 cms. 90P s.c.cm. ; 500 cms. to 999 cms. 80P s.c.cm. ; 1,000 cms. to 1,999 cms. 70P s.c.cm. ;

2,000 cms. and over 60P s.c.cm. ; Spl. pos. : Front Pg. 50% extra ; Panels 75% extra ; Colours ; 25 extra per colour ; Solus pos. 100% extra.

Mech. Data Pages 6 ; Size 50 cms. x 37.5 cms. ; Print area 46.25 cms. x 35 cms. ; n.c. 7 ; c.l. 46.25 cms. ; c.w. 5 cms. ; Blocks, Stereos and Charbas accepted.

Gen. Inf. Estd. 1955 ; Ed. & Pub. G. R. Arif ; Ad. Mgr. G. M. Dar ; Policy: Independent Nationalist ; Member: AINEC.

Cir. Not Available.

OTHER PERIODICITIES

RATTAN

Hindi Monthly ; 30P ; Add. 4 Sabzi Mandi, Jammu ; Grams : RATTAN ; Phone 5938.

Ad. Rates Ord. F. Pg. Rs. 100 (less than F. Pg. not accepted) ; Spl. pos. rates on application.

Mech. Data Pages 32 ; Size 25 cms. x 18.75 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen upto 80 ; Mounted Blocks accepted.

Gen. Inf. Estd. 1933 ; Ed. Subhash Saraf ; Ad. Mgr. Pushpendra ; Policy : Children's only magazine in Kashmir.

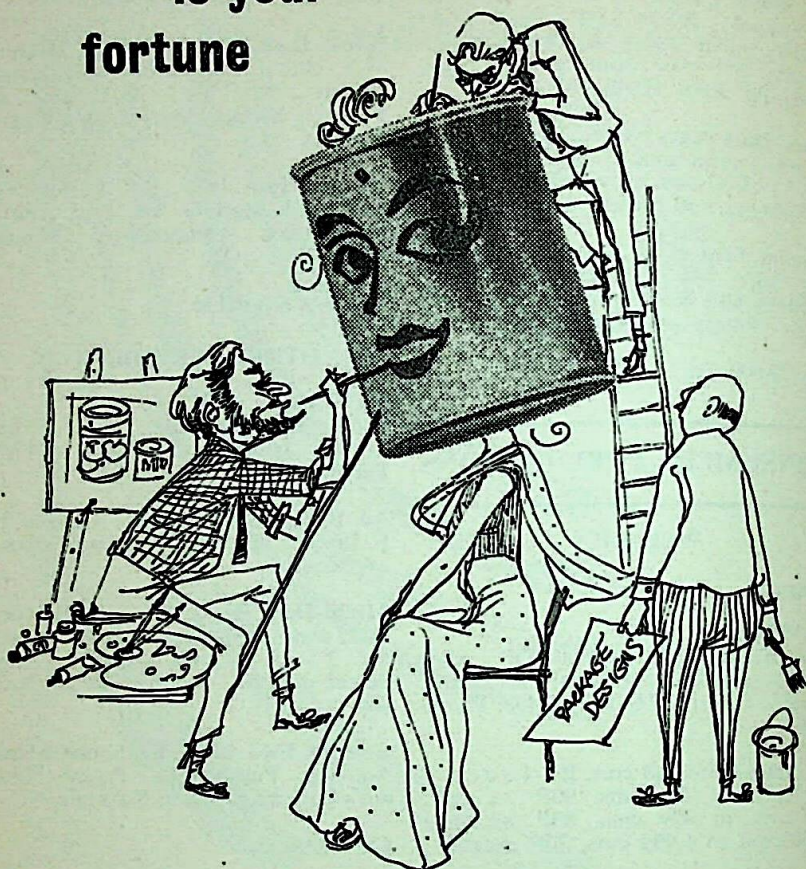
Cir. 2,000 Cc.

**Be wise
Advertise!**



INFA 1965

**Your face
is your
fortune**



An attractive face is hard to resist, impossible to ignore. Your package presents your product to the world. It must be eye-catching, distinctive—it must score over its competitors. Experienced, talented artists attached to Metal Box Studios help design packages with maximum sales appeal.

METAL BOX



JWTMB 5636

Kerala

DAILY NEWSPAPERS

Language

CHANDRIKA

Malayalam Morning ; (Daily) 7P ; (Saturdays) 13P ; Add. Chandrika Bldg., P.O. Box No. 64, Calicut (Ker.) ; Grams : CHANDRIKA ; Phones (Mgr.) 3861, (Ed.) 4431.

Ad. Rates 1 to 249 cms. Rs. 2 s.c.cm. ; 250 cms. to 624 cms. Rs. 1.60 s.c. cm. ; 625 cms. to 1,249 cms. Rs. 1.40 s.c.cm. ; 1,250 cms. & over Re. 1 s.c.cm. ; Legal & Public Notices etc. Rs. 2.40 s.c.cm. ; Fornt Pg. Ear Panels Casual Rs. 30 per panel ; Contract Rs. 20 per panel ; Pg. rate : F. Pg. Rs. 800, H. Pg. Rs. 400, Qr. Pg. Rs. 200 per insertion.

Mech. Data Pages 4 ; Size 56 cms. x 42 cms. ; Print area 51 cms. x 38 cms. ; n.c. 8 ; c.l. 51 cms. ; c.w. 4.6 cms. ; Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1935 ; Chief Ed. C. H. Mohd. Koya ; Ed. V. C. Aboobacker ; Ad. Mgr. P. A. Moosa Koya ; Pubd. by The Muslim Printing & Publishing Co. Ltd., ; Policy: Muslim paper.

Cir. 15,000 Cc (PR 13,854).

DEENABANDHU

Malayalam Morning ; 7P ; Add. P.O. Box No. 72, Ernakulam (Ker.) ; Grams : DEENABANDHU ; Phone 3073.

Ad. Rates Casual upto 250 cms. Rs. 1.60 s.c.cm. ; Contract 251 cms. & over Rs. 1.20 s.c.cm. ; Further details on application.

Mech. Data Pages (weekdays) 4, (Sundays) 8 ; Size 56 cms. x 43 cms. ; Print area 52.5 cms. x 39.5 cms. ; n.c. 8 ;

c.l. 52.5 cms. ; c.w. 4.9 cms. ; Stereos and Mats accepted.

Gen. Inf. Estd. 1942 ; Ed. & Pub. K. Gopalan ; Mgr. P. V. Sreedharan ; Policy : Nationalist ; Member : AINEC.

Cir. Not available.

DEEPIKA

ABC Malayalam Morning ; (weekdays) 7P, (Sundays) 13P ; Add. P.O. Box No. 7, Kottayam-1 (Ker.) ; Grams: DEEPIKA ; Phones 3494, 2514, 2085.

Ad. Rates Casual Rs. 2.50 s.c.cm. ; Contract Rs. 1.60 s.c.cm. ; Further details on application.

Mech. Data Pages 5 ; Size 56.5 cms. x 42 cms. ; Print area 52.5 cms. x 38.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 4.8 cms. ; Screen 60 to 120 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1887 ; Ed. Rev. Fr. William ; Ad. Mgr. Fr. Annanias ; Member : ILNA & KNPA.

Cir. ABC (July-Dec '64) 20,352 (PR 23,778).

ADVERTISEMENT

A Statement by the Publisher

The Deepika—oldest daily newspaper from Kerala. Regular readers are Planter, Bankers, Businessmen and Farmers having highest purchasing power from Kerala.

DESHABHIMANI

Malayalam Morning ; 8P ; Add. Convent Rd., Calicut-1 (Ker.) ; Grams : DESABIMANI ; Phones 4536 & 2078.

Ad. Rates Casual Rs. 4 s.c. cm. ; upto 250 cms. Rs. 3.60 s.c.cm. ; 251 cms. & over Rs. 2.80 s.c.cm. ; Company Prospectuses & other Public Notices Rs. 4 s.c.cm. ; Front Pg. Ear Panels (7 cms. x

6.5 cms.) Casual Rs. 50 per panel ;
Contract Rs. 40 per panel.

Mech. Data Pages 4 ; Size 57 cmsx;
42 cms. ; Print area 52 cms. x 38 cms.
n.c. 8 ; c.l. 52 cms. ; c.w. 5 cms. ;
Screen 80 to 100 ; Blocks and Stereos
accepted.

Gen. Inf. Mg. Ed. K. P. R. Gopalan ;
Chief Ed. P. Govindapilli ; Pub. M.
Govindankutty ; Ad. Mgr. K. Janardana-
nan ; Proprietor E. M. S. Namboodiri-
pad ; Policy : Democracy.

Cir. 29,718 Cc (PR 23,961).

DINAMANI

Anglo-Malayalam Morning ; 8P ; Add.
P.O. Box No. 78, Quilon-1 (Ker.) ;
Grams : DINAMANI ; Phone 3672.

Ad. Rates Casual Rs. 2.40 s.c.cm. ;
Contract 250 cms. Rs. 2 s.c.cm. ; 251
cms. & over Rs. 1.60 s.c.cm. ; Front
Pg. Rs. 2.20 s.c.cm. ; Back Pg. Rs. 2.80
s.c. cm. ; Ear Panels Front Pg. Rs. 20 ;
Back Pg. Rs. 15 per panel.

Mech. Data Pages 4 ; Size 55 cms. x
41.25 cms. ; Print area 50 cms. x 40
cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 5 cms. ;
Screen 60 to 80 ; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1954 ; Ed. P. S. Karthi-
keyan ; Ad. Mgr. K. Bhanu ; Pubd. by
Sree Narayana Press & Publications
Pvt. Ltd.

Cir. 14,227 Cc (PR 7,500 Prov.).

EXPRESS

Malayalam Morning ; 6P ; Add. P.O.
Box No. 15, Tiruchur-1 (Ker.) ; Grams :
EXPRESS ; Phone 185.

Ad. Rates Upto 249 cms. Rs. 1.60 s.c.cm. ;
250 cms. to 999 cms. Rs. 1.40 s.c.cm. ;
1,000 cms. & over Rs. 1.20 s.c.cm. ;
Ear Panels : (5 cms. x D.C.) Rs. 24 per
panel ; Contract : 24 panels & over
Rs. 20 per panel ; Spl. pos. above leader
(min. 5 cms. x 1 col., max. 15 cms. x
1 col.) 25% extra ; Front Pg. (min.
5 cms. x 2 cols. bottom pos. only) 50%
extra ; Top pos. other Pgs. 25% extra ;

PARTICIPATE IN KERALA'S PLAN FOR PROSPERITY

To The Industrial Entrepreneur Kerala Can Offer All
That He Requires

- ★ Rich raw material resources
- ★ Cheap electric power
- ★ A network of roads, railways and waterways
- ★ Intelligent and educated labour
- ★ Plentiful rainfall
- ★ Liberal Government aid and above all a
peaceful industrial climate

INVEST IN INDUSTRY IN KERALA
IT WILL PAY YOU GOOD DIVIDENDS

—PRD.

Preferred pos. 25% extra ; Ad. under P.O. Box add. Re. 1 extra per insertion.

Mech. Data Pages 4 to 6 ; Size 59 cms. x 41 cms. ; Print area 52.5 cms. x 38.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 4.85 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1944 ; Ed. & Pub. K. Krishnan ; Gen. Mgr. Dr. C. C. Mathew ; Member : AINEC & ILNA.

Cir. (Jan.-June 1964) 17,139. (PR 18,103).

JANAMUNNANI

Malayalam Morning; 4P; Add. Swadesh Bldg., Camp Bazar, Cannanore (Ker.) ; Grams : CANANORE.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1959 ; Ed. K. P. Gopalan ; Ad. Mgr. P. Anandan ; Pubd. by Dist. Council of the Communist Party of India.

Cir. 6,740 Cc (PR 6,234).

JANATHA

Malayalam Evening ; 4P ; Kombara Junction, Ernakulam (Ker.).

Ad. Rates On application.

Mech. Data Pages 4 ; Size 44 cms. x 28 cms. ; Print area 38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. & Pub. P. T. Antony ; Policy : Nationalist.

Cir. PR 6,500 uncertified.

JANAYUGAM DAILY

Malayalam Morning ; 8P ; Add. P.O. Box No. 112, Quilon-1 (Ker.) ; Grams : JANAYUGAM ; Phones 620, 2017.

Ad. Rates Casual upto 249 cms. Rs. 1.60 s.c.cm. ; 250 cms. & over Rs. 1.40 s.c.cm. ; Last Pg. Rs. 2 s.c.cm. ; Front Pg. 50% extra ; Ear Panels Front Pg. (5 cms. x 2 cols.) Rs. 120 per month for daily insertion.

Mech. Data Pages 4 ; Size 57 cms. x 42 cms. ; Print area 50.5 cms. x 38 cms. ; n.c. 8 ; c.l. 50.5 cms. ; c.w. 4.5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. Kambisseri Karunakaran ; Ad. Mgr. K. Chellappan ; Pubd. by The Janayugam Publications Ltd. ; Policy : Independent.

Cir. 32,606 Cc (PR 19,585).

KAUMUDI DAILY

Malayalam Morning ; 8P ; Add. P.O. Box No. 130, Vanchiyoore, Trivandrum (Ker.) ; Grams : DAILY ; Phone 3524.

Ad. Rates Flat rate 80P ; s.c.cm. ; Front Pg. Rs. 2 s.c.cm. ; Back Pg. Rs. 1.80 s.c.cm.

Mech. Data Pages 4 ; Print area 45 cms. x 40 cms. ; n.c. 8 ; c.l. 45 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. K. Bala-krishnan ; Ad. Mgr. R. S. Nair ; Pubd. by Socialist Publications Ltd., ; Policy : Independent.

Cir. PR 6,000 Prov.

KERALA BHOOMI

Malayalam Morning ; 4 P ; Add. Mul-lakkal, Alleppey (Ker.) ; Grams : KE-RALA BHOOMI ; Phone : C/o 2470.

Ad. Rates Inner Pgs.. F. Pg. Rs. 100, 60P s.c.cm. ; Front Pg. Rs. 150, Re. 1 s.c.cm. ; Back Pg. Rs. 125, 80P s.c. cm.

Mech. Data Pages 4 ; Size Demy ; Print area 40 cms. x 27 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks accepted.

Gen. Inf. Estd. 1959 ; Ed. S. Govinda Kurup ; Ad. Mgr. K. Kunju Pillai ; Pub. N. Sreedharan ; Policy : Social Development & Labour Welfare.

Cir. 9,207 Cc (PR 9,785).

KERALA BHUSHANAM

ABC Malayalam Morning ; 7P ; Add. P.O. Box No. 2, Baker Rd., Kottayam (Ker.) ; Grams : BHUSHANAM ; Phones 2367, 2498.

Ad. Rates Upto 499 cms. Rs. 2.40 s.c. cm. ; 500 cms. to 749 cms. Rs. 2 s.c. cm. ; 750 cms. to 1,249 cms. Rs. 1.80 s.c.cm. ; 1,250 cms. & over Rs. 1.60 s.c.cm. ; Public Notices Rs. 2.80 s.c. cm. ; Other particulars on application.

Mech. Data Pages 4 ; Size 57 cms. x 42.5 cms. ; Print area 50 cms. x 37.5 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.5 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1944 ; Ed. K. C. Zachariah ; Mgr. C. J. Mani ; Pub. Varkey George ; Policy : Independent.

Cir. ABC (Jan.-June '64) 17,920 (PR 21,404).

KERALADHWANI

Malayalam Morning ; 7P ; Add. P.O. Box No. 115, Kottayam (Ker.) ; Grams : KERALADHWANI ; Phones 3933 & 2155.

Ad. Rates Upto 249 cms. Rs. 2 s.c.cm. ; 250 cms. to 499 cms. Rs. 1.80 s.c.cm. ; 500 cms. to 1,249 cms. Rs. 1.60 s.c.cm. ;

1,250 cms. & over Rs. 1.60 s.c.cm. ; F. Pg. 50% extra ; Ear Panels Casual Rs. 12 per panel ; Contract Rs. 10 per per panel.

Mech. Data Pages 6 ; Size 57 cms. x 41 cms. ; Print area 53 cms. x 38 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.6 cms. ; Screen 60 to 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1959 ; Ed. & Pub. (Dr.) K. George Thomas ; Ad. Mgr. P. K. Jacob ; Policy : Independent.

Cir. 40,500 Cc (PR Not available).

KERALA JANATHA

Malayalam Morning ; 8P ; Add. Opp. Secretariat Statue Junction, Trivandrum-1 (Ker.) ; Grams : JANATHA ; Phone 2946.

Ad. Rates Front Pg. Rs. 2.50 s.c.cm. ; Back Pg. Rs. 2 s.c.cm. ; Inner Pgs. Rs. 1.60 s.c.cm.

Mech. Data Pages 4 ; Size 56 cms. x 41 cms. ; Print area 50 cms. x 36 cms. ;

THE KERALA KAUMUDI

MALAYALAM DAILY

Published From The Capital of Kerala

CERTIFIED CIRCULATION : 86,034 copies

THE BEST MEDIUM FOR ADVERTISING IN KERALA

For Particulars contact :

Advt. Manager,
THE KERALA KAUMUDI,
P.B. NO. 77,
TRIVANDRUM-1.

n.c. 8 ; c.l. 50 cms. ; c.w. 4.5 cms. ;
Screen 60 ; Blocks and Stereos accepted.

Gen. Inf Estd. 1957 ; Ed. Patton K. Krishna Pillai ; Pubd. by Kerala Janatha Printers & Pub. Pvt. Ltd. ; Policy : Independent ; Member : AINEC.

Cir. 13,176 Cc (PR 5,683 Prov.).

KERALA KAUMUDI ABC
Malayalam Morning ; 8P ; Add. P.O. Box No. 77, Pettah, Trivandrum-1 (Ker.) ; Grams : KAUMUDI ; Phones : 2534, 2543, 3589 & 2548.

Ad. Rates Front Pg. Rs. 7 s.c.cm. ; Last Pg. Rs. 5 s.c.cm. ; Inner Pgs. Rs. 4 s.c.cm. ; Contract (Inner Pgs. only) 250 cms. & over Rs. 3.75 s.c.cm.

Mech. Data Pages 6 ; Size 58 cms. x 41 cms. ; Print area 50 cms. x 38 cms. ; n.c. 8 ; c.l. 50 cms. ; n.w. 4.87 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1911 ; Mg. Ed. K. Sukumar ; Ad. Mgr. S. A. Krishna Iyer ; Pubd. by The Kerala Kaumudi Private Ltd. ; Policy : Moderate ; Member : IENS.

Cir. ABC (July-Dec. '64) 82,591 (PR 69,613).

KERALA PRAKASHAM
Malayalam Morning ; 5P ; Add. Hospital Rd., Ernakulam (Ker.) ; Grams : PRAKASHAM ; Phone 673.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1957 ; Ed. Mathai Manjuran ; Ad. Mgr. Prabhakaran.

Cir. 11,674 Cc (PR 10,724).

KERALA TIMES
Malayalam & English Morning—Except Mondays ; 6P ; Add. Banerji Rd., Ernakulam-8 (Ker.) ; Grams : NIR-MALA ; Phone 696.

Ad. Rates F. Pg. Rs. 550, H. Pg. Rs. 285, Qr. Pg. Rs. 150 per insertion ; Contract 250 cms. to 634 cms. Rs. 4 s.c.cm. ; 635 cms. to 1,269 cms. Rs. 3.75 s.c.cm. ; 1,270 cms. & over Rs. 3 s.c.cm.

Mech. Data Pages (weekdays) 4, (Sundays) 6 ; Print area 51.5 cms. x 40 cms. ; n.c. 8 ; c.l. 51.5 cms. ; c.w. 5 cms. ;

Gen. Inf. Estd. 1957 ; Pub. K. V. Joseph ; Ed. Mr. M. L. Joseph ; Mg. Ed. Rev. Dr. Alexander Vadakumthala ; Policy : Independent.
Cir. 7,560 Cc (PR 5,360).

MALABAR MAIL
Malayalam Morning—Except Mondays ; 7P ; Add. Broadway, Ernakulam-1 (Ker.) Grams : MALABAMAIL ; Phone 110.

Ad. Rates 1 to 249 cms. Rs. 1.50 s.c.cm. ; 250 cms. to 624 cms. Rs. 1.35 s.c.cm. ; 625 cms. to 1,249 cms. Rs. 1.25 s.c.cm. ; Contract : 1,250 cms. & over Re. 1 s.c.cm. (min 3 cms.) ; Ear Panels (8 cms. x 5 cms.) Casual Rs. 18 ; Con-

THE MALABAR MAIL

INDEPENDENT MALAYALAM DAILY

(Estd. 1936)

THE SATHYADEEPAM

CULTURAL AND SOCIAL WEEKLY

(Estd. 1927)

BEST MEDIA FOR ADVERTISEMENTS

MAR LOUIS MEMORIAL PRESS

BROADWAY, ERNAKULAM-I, KERALA

Grams : MALABAMAIL

Phone : 110

tract Rs. 15 per panel ; Other details on application.

Mech. Data Pages 4 ; Size 57 cms. x 43 cms. ; Print area 52.5 cms. x 40 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 5 cms. ; Screen 65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1936 ; Ed. Rev. Fr. Thomas Mulavarikal ; Pubd. by The Marlowis Memorial Press ; Mgr. Rev. Fr. Joseph Vithayathil ; Policy : Independent.

Cir. (PR 6,369).

MALAYALA MANORAMA ABC
Malayalam Morning ; (weekdays) 7P ; (Sundays) 11 P ; Add. Malayala Manorama Co. Ltd., P.O. Box No. 26, Kottayam (Ker.) ; Grams : MANORAMA ; Phone 3615.

Ad. Rates Casual Rs. 6.80 s.c. cm. ; Contract upto 250 cms. Rs. 6.80 s.c.cm. ; 251 cms. & over Rs. 6.40 s.c.cm. (min. 2 cms.) ; Govt., Military, Court, Municipal & other Public Notices Rs. 7 s.c. cm. ; Pg. rate : F. Pg. Rs. 2,750, H. Pg. Rs. 1,380, Qr. Pg. Rs. 700 ; Spl. pos. Front Pg. 50% extra ; Solus on front. Pg. 100% extra (min. 30 cms., max. 75 cms.).

Mech. Data Pages 6 ; Size 57 cms. x 44 cms. ; Print area 53.75 cms. x 40 cms. ; n.c. 8 ; c.l. 53.75 cms. ; c.w. 4.87 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1888 ; Ed. K. M. Cherian ; Ad. Mgr. P. P. Mathew ; Pubd. by The Malayala Manorama Co. Ltd. ; Policy : Nationalist ; Member : IENS & AINEC

Cir. ABC (July-Dec. '64) 1,50,722 (PR 1,40,096).

MALAYALA RAJYAM ABC
Malayalam Morning ; 8P ; Add. P.O. Box No. 9 Quilon (Ker.) ; Grams : RAJYAM ; Phone 2243.

Ad. Rates 1 to 300 cms. Rs. 1.50 s.c.cm. ; Contract 301 cms. & over Rs. 1.20 s.c. cm. ; Company Meetings & other Public Notices Rs. 1.75 s.c.cm. ; Front Pg. Ear Panels 1 to 25 (panels 6.5 cms. x 4.5 cms.) Rs. 20 per panel ; Contract

26 panels & over Rs. 15 per panel ; Front Pg. 50% extra.

Mech. Data Pages 4 to 6 ; Size 55 cms. x 42.5 cms. ; Print area 52.5 cms. x 38.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 4.8 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929 ; Mg. Ed. N. Chandrasekharan Nair ; Ad. Mgr. N. Bala Krishnan Nair ; Pubd. by The Malayala Rajyam Pvt. Ltd. ; Policy : Independent Nationalist ; Member : IENS.

Cir. ABC (July-Dec. '64) Not received ; (PR 9,500 Prov.).

MALAYALI
Anglo-Malayalam Morning ; 8P ; Add. P.O. Box No. 33, Trinivandrum-1 (Ker.) ; Grams : MALAYALI ; Phone 3662.

Ad. Rates Upto 249 cms. Rs. 1.60 s.c. cm. ; 250 cms. to 624 cms. Re. 1 s.c. cm. ; 625 cms. & over 80P s.c.cm.

Mech. Data On application.

Gen. Inf. Estd. 1894 ; Ed. N. Parameshwaran Pillai ; Ad. Mgr. C. Raghavan Pillai ; Pubd. by Nair Service Society ; Policy : Independent Nationalist.

Cir. PR 6,000 Prov.

MATHRUBHUMI ABC
Malayalam Morning (Pubd. from Calicut & Ernakulam) ; (weekdays) 7P, (Sundays) 13P ; Add. Robinson Rd., Calicut-1 & Ernakulam (Ker.) ; Grams : MATRUBHUMI, Calicut & Ernakulam Phones (Calicut) 2111, 2112, 2113 & 2114 ; (Ernakulam) 595, 994 & 2308.

Ad. Rates Casual Display ads. Rs. 7.50 per s.c.cm. ; Contract Display ads. 1 to 199 s.c.cm. Rs. 7.50 s.c.cm. ; 200 cms. & over Rs. 7 s.c.cm. ; Front Pg. (min. 5 cms. x 2 cols. or 10 cms. x 1 col.) 100% extra ; Legal Public, & Tender Notices, Prospectuses, Company Reports etc. Rs. 7.50 s.c.cm. ; Front Pg. Ear Panels (8.5 cms. x 4.5 cms.) Casual Rs. 85 per panel ; Contract (24 panels or over) Rs. 75 per panel.

Mech. Data Pages 6 ; Print area 52.5 cms. x 38.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 4.8 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1923 ; Ed. K. P. Kesava Menon ; Ad. Mgr. C. K. Nambiar ; Pubd. by the Mathrubhumi Printing & Publishing Co. Ltd., Calicut ; Policy : Independent Nationalist : Member ; IENS & AINEC.

Cir. ABC (July-Dec. '64) 1,69,684 (PR 1,46,163).

NAVAJEEVAN

Malayalam Morning ; 7P ; Add. P.O. Box No. 73, Trichur-1 (Ker.) ; Grams : NAVAJEEVAN ; Phone 360.

Ad. Rates Casual display ads. Rs. 1.60 s.c.cm. ; Contract upto 250 cms. Rs. 1.40 s.c.cm. ; 251 cms. & over Rs. 1.20 s.c.cm. ; F. Pg. Ear Panels (6.25 cms. x 2 cols.) Casual Rs. 20 per panel ; Contract Rs. 15 per panel ; 25% extra in fixed pos.

Mech. Data Pages 4 ; Size 57 cms. x 42 cms. ; Print area 54 cms. x 39 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953 ; Ed. T. K. G. Nair ; Ad. Mgr. T. Balakrishna Menon ; Pubd. by Kerala State Communist Party ; Policy : Progressive.

Cir. 16,938 Cc (PR 13,236).

NAVAKERALAM

Malayalam Morning ; 6P ; Add. Trivandrum-14 (Ker.) ; Grams : NEWS ; Phones 3570, 4122.

Ad. Rates Casual upto 149 cms. Rs. 2.40 s.c.cm. ; Contract 150 cms. & over Rs. 2 s.c.cm. (min. space 5 cms. ; Front Pg. Rs. 3.60 s.c.cm. ; Back Pg. Rs. 3 s.c.cm. ; Ear Panels (7.4 cms.) Front Pg. Rs. 20 per insertion ; Further details on application.

Mech. Data Pages 4 ; Size 57 cms. x 42 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.8 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. Sonney Sebastian ; Ad. Mgr. & Pub. E. A. Fernandez ; Policy : Independent.

Cir. 11,500 Cc (PR 8,000 Prov.)

POOMALA

Malayalam & English Morning ; Add. P.O. Box No. 156, Ernakulam (Ker.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60 ; Back cover Rs. 125 per insertion.

Mech. Data Crown $\frac{1}{2}$

Gen. Inf. Estd. as weekly in 1962, changed into daily in 1964 ; Ed. & Pub. E. Elias ;

Cir. 3,000 Cc.

POTHUJANAM

Malayalam Morning ; 5P ; Add. Trivandrum-1 (Ker.) ; Grams : POTHUJANAM ; Phone 3467.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract : 250 cms. to 624 cms. 80P s.c.cm. ; 625 cms. to 1,249 cms. 70P s.c.cm. ; 1,250 cms. to 2,499 cms. 60P s.c.cm. ; 2,500 cms. & over 40P s.c.cm. ; Other rates on application.

Mech. Data Pages 4 ; Size 45.5 cms. x 28 cms. ; Print area 37.5 cms. x 25 cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. & Pub. Karthikeyan ; Ad. Mgr. K. Balan ; Policy : Nationalist.

Cir. 11,600 Cc (PR 5,000 Prov.).

PRABHATHAM

Malayalam Morning ; 8P ; Add. Big Bazar, P. O. Box No. 83, Quilon (Ker.) ; Grams : PRABHATHAM ; Phones 2399, 2313.

Ad. Rates Casual 1 to 250 cms. Rs. 1.50 s.c.cm. ; Contract 250 cms. & over Rs. 1.20 s.c.cm. ; Ear Panels Front Pg. Casual : (7 cms. x 6 cms.) Rs. 15 panel ; Contract 26 insertions & over Rs. 12 per panel ; Back Pg. (10 cms. x 4 cms.) Casual Rs. 12 per panel ; Contract 26 issues & over Rs. 10 per panel ; Pg. rates : F. Pg. Rs. 500, H. Pg. Rs. 250, Qr. Pg. Rs. 140 per insertion.

Mech. Data Pages 4 to 8 ; Size 57 cms. x 44 cms. ; Print area 52 cms. x 40 cms. ; n.c. 8 ; c.l. 52 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940 ; Ed. & Pub. A. A. Rahim ; Mg. Ed. A. A. Samad ; Policy : Independent.

Cir. PR 7,000 Prov.

TELEGRAPH

Malayalam Morning ; 4P ; Add. Eastern Bazar, Trichur-1 (Ker.).

Ad. Rates Casual Rs. 1.50 s.c.cm. ; 250 cms. & over Rs. 1.25 s.c.cm. ; 500 cms. & over Re. 1 s.c. cm. ; Front Pg. 25% extra ; Pg. rate : F. Pg. Rs. 300, H. Pg. Rs. 160 per insertion ; Front Pg. Panel Rs. 15 per panel.

Mech. Data Pages (weekdays) 2, (Saturdays) 4 ; Size 57.15 cms. x 44.45 cms. ; Print area 53.34 cms. x 40.64 cms. ; n.c. 8 ; c.l. 53.34 cms. ; c.w. 5.08 cms. ; Screen 80 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. K. V. Daniel ; Ad. Mgr. F. Kannanpuzha ; Pub. K. V. Thomas ; Policy : Democracy.

Cir. 9,800 Cc (PR 9,414).

THOZHILALI

Malayalam Morning ; 7P ; Add. High Rd., P.O. Box 90, Trichur-1 (Ker.) ; Grams : THOZHILALI ; Phones 125 & 603.

Ad. Rates 1 to 249 cms. Rs. 1.60 s.c.cm. ; 250 cms. to 624 cms. Rs. 1.40 s.c.cm. ; 625 cms. to 749 cms. Rs. 1.20 s.c.cm. ; 750 cms. & over Re. 1 s.c.cm. ; Ear Panels Rs. 20 per panel per insertion.

Mech. Data Pages (weekdays) 4, (Sundays) 8 ; Size 57 cms. x 44.50 cms. ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 5 cms. ; Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. Fr. Joseph Vadakkan ; Ad. Mgr. David Avokkaran ; Pub. Paul Valapipla ; Member : AINEC.

Cir. 13,082 Cc (PR 10,480).

VISWAMEKHALA

Malayalam Morning ; 4P ; Add. Nanthencodu, Trivandrum-1 (Ker.) ; Grams : MEKHALA ; Phone 4267, 3682.

Ad. Rates Rs. 1.60 s.c.cm. ; F. Pg. Rs. 2 s.c.cm.

Mech. Data Pages 4 ; Size Double Crown Print area 40 cms. x 35 cms. ; n.c. 7 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959 ; Ed. & Pub. V. Sahadevan & K. Ramachandran ; Ad. Mgr. D. Divakaran ; Policy : Independent Nationalist.

Cir. PR 2,000 (Prov.).

CONSUMER PUBLICATIONS

WEEKLIES

English

KERALA MAIL

English. Weekly ; 20 P ; Add. Palace Rd., Cochin-2 (Ker.) ; Phone 25480.

Ad. Rates Casual Rs. 2 s.c.cm. ; 250 cms. to 625 cms. Rs. 1.90 s.c.cm. ; 626 cms. to 1,250 cms. Rs. 1.80 s.c.cm. ; 1,251 cms. to 2,500 cms. Rs. 1.70 s.c.cm. ; 2,501 cms. & over Rs. 1.60 s.c.cm. ; Public Notices Rs. 2 s.c.cm.

Mech. Data Print area 39 cms. x 25 cms. ; n.c. 5 ; c.l. 39 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. & Pub. C. L. Luke ; Policy : General Weekly paper.

Cir. 10,200 Cc (PR Not Available).

MALABAR HERALD

English Weekly ; 15P ; Add. XIV/8145 A Banerjee Kaloore Cross Rd., P.O. Box No. 3, Ernakulam-8 (Ker.) ; Grams : MALABAR HERALD ; Phones 3302 & 25322.

Ad. Rates Display ads. Casual Rs. 3 s.c.cm. ; Contract 250 cms. to 750 cms. Rs. 2.50 s.c.cm. ; 751 cms. & over Rs. 2 s.c.cm. ; Legal & Public Notices etc. Re. 1 per line (min Rs. 5 per insertion) ; Ear Panels Rs. 12 per panel.

Mech. Data Pages 12 ; Size 44.25 cms. x 28.5 cms. ; Print area 39 cms. x 25 cms. ; n.c. 5 ; c.l. 39 cms. ; c.w. 4.5 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1905 ; Ed. & Pub. John Mampilli ; Policy : Nationalist ; Member : AINEC.

Cir. 13,000 Cc (PR 6,500).

WEEKLY KERALA

English Weekly ; 20P ; Add. Ernakulam-1 (Ker.) ; Grams : WEEKLYKERALA ; Phones 643 & 757.

Ad. Rates Upto 249 dms. Rs. 2.20 s.c. cm. ; 250 cms. to 624 cms. Rs. 2 s.c. cm. ; 625 cms. & over Rs. 1.50 s.c.cm. ; Pg. rates: F. Pg. Rs. 375, H. Pg. Rs. 200, Qr. Pg. Rs. 110 per insertion; Entertainment ads. Re. 1 s.c.cm.

Mech. Data Pages 12 to 16 ; Size 43.75 cms. x 29.75 cms. ; Print area 38.75 cms. x 25 cms. ; n.c. 5 ; c.l. 38.75 cms. ; c.w. 5 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. & Pub. P. V. Thampy ; Ad. Mgr. P. J. Thomas ; Policy : Independent, Political weekly.

Cir. 6,754 Cc (PR 4,000 Prov.).

Language

CHANDRIKA

Malayalam Weekly ; Add. P. O. Box No. 64 ; Calicut (Ker.) ; Grams: CHANDRIKA ; Phone 3861.

Ad. Rates F. Pg. Rs. 80, H. Pg. Rs. 40 per insertion ; Casual Rs. 1.60 s.c.cm. ; Outer cover (2 colours) 100% extra.

Mech. Data Print area 22.5 cms. x 17.5 cms. ; n.c. 4 ; c.l. 22.5 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1935 ; Chief Ed. C. H. Mohammed Koya ; Ed. V. C. Aboobacker ; Ad. Mgr. P. A. Moosa Koya ; Pubd. by The Muslim Printing & Publishing Co. Ltd. ; Policy : Muslim paper.

Cir. 13,000 Cc (PR 10,467).

JANAYUGAM WEEKLY

Malayalam Weekly ; 20P ; Add. P. O. Box No. 112, Quilon-1 (Ker.) ; Grams : JANAYUGAM ; Phones 3620 & 2017.

Ad. Rates Casual Rs. 1.60 s.c.cm. ; Contract 250 cms. & over Rs. 1.40 s.c.

cm. ; Ord. pos. : F. Pg. Rs. 100, H. Pg. Rs. 55 Qr. Pg. Rs. 30 per insertion ; Back cover Pg. Rs. 150 ; 2nd & 3rd covers Pg. Rs. 120 each per insertion.

Mech. Data Pages 40 ; Size 27 cms. x 20.5 cms. ; Print area 24 cms. x 18.5 cms. ; n.c. 3 ; c.l. 24 cms. ; c.w. 6 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1958 ; Ed. Kambisseri Karunakaran ; Ad. Mgr. K. Chellappan ; Pubd. by The Janayugam Publications Ltd. ; Policy : Independent.

Cir. 61,312. Cc (PR 25,031).

KAUMUDI WEEKLY

Malayalam Weekly ; 20P ; Add. Pet-tah, Trivandrum-1 (Ker.).

Ad. Rates On application.

Mech. Data Pages 20 ; Size 40 cms. x 27 cms. ; Print area 38 cms. x 24 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. K. Bala-krishnan ; Policy : Independent.

Cir. PR 18,788.

MALAYALA MANORAMA WEEKLY

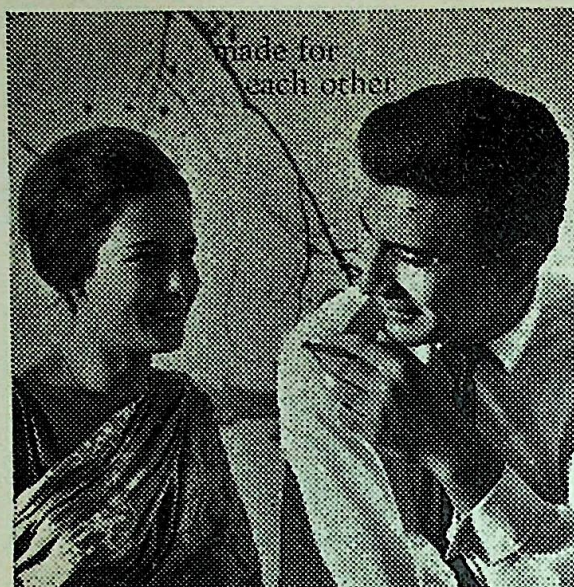
ABC Malayalam Weekly ; 13P ; Add. P. O. Box No. 26, Kottayam (Ker.) ; Grams: MANORAMA ; Phones 3615, 3616 & 3617.

Ad. Rates Casual Back cover Rs. 880 ; F. Pg. Inside Rs. 780, H. Pg. Rs. 390, Qr. Pg. Rs. 195, 1/8 Pg. Rs. 100 ; Contract (min. 3 insertions) Back cover Rs. 850 ; F. Pg. Inside Rs. 740, H. Pg. Rs. 370 (min. 5 insertions), Qr. Pg. Rs. 185 (min. 10 insertions) ; 1/8 Pg. Rs. 95 (min. 20 insertions).

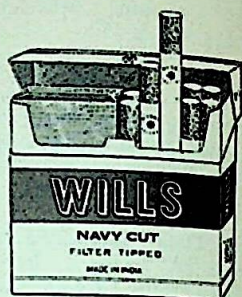
Mech. Data Pages 36 ; Size 26.5 cms. x 20.5 cms. ; Print area 25 cms. x 18 cms. ; n.c. 4 ; c.l. 25 cms. ; c.w. 4.5 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Ed. K. M. Mathew ; Ad. Mgr. P. P. Mathew ; Pubd. by Malayala Manorama Co. Ltd., ; Member : IENS.

Cir. ABC (July-Dec. '64) 2,09,366 (PR 1,80,993).



filter and tobacco
perfectly matched

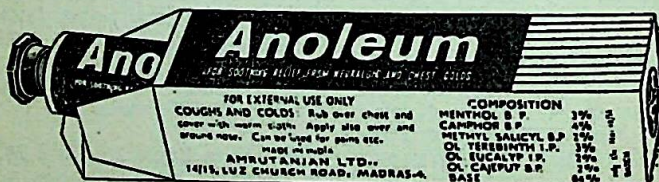


Rs. 1.20 for 20: 60 Paise for 10
they're great...they're Wills

© 1952 F. M. L. M.

ANOLEUM

ANOLEUM is a quick-acting, gentler pain balm specially prepared for carefully kept, sensitive skins. Its powerful ingredients give fast relief from chest cold, headache, sprain and muscular pain.



AMRUTANJAN LIMITED
Madras - Bombay - Calcutta - Delhi

1WT-AM-AN-7362

MALAYALA RAJYAM ILLUSTRATED WEEKLY

Malayalam Weekly ; 20P ; Add. P. O. Box No. 9, Quilon (Ker.) ; Grams : RAJYAM ; Phone 2243.

Ad. Rates Upto 300 cms. Rs. 1.50 s.c. cm. ; Contract 301 cms. & over Rs. 1.20 s.c.cm. ; Pg. rate : F. Pg. Rs. 120, H. Pg. Rs. 60 ; Last cover Pg. 1 colour Rs. 200 ; 2nd or 3rd cover Pg. Rs. 150 per insertion.

Mech. Data Pages 40 ; Size 27 cms. x 21.25 cms. ; Print area 24 cms. x 20 cms. ; n.c. 4 ; c.l. 24 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929 ; Mg. Ed. N. Chandrasekharan Nair ; Ad. Mgr. N. Balakrishnan Nair ; Pubd. by The Malayala Rajyam Pvt. Ltd. ; Policy : Independent.

Cir. 27,000 (PR 16,248).

MATHRUBHUMI ILLUSTRATED WEEKLY

ABC Malayalam Weekly ; 20P ; Add. Robinson Road, Calicut-1 (Ker.) ; Grams : MATRUBHUMI ; Phones 2111-14.

Ad. Rates Casual Rs. 5 s.c.cm. ; Contract 200 cms. & over Rs. 4.50 s.c.cm. ; Colour ads. on back Pg. (yellow, red and blue) at 1-1/4 times the ordinary rate.

Mech. Data Pages 52 ; Print area 24.5 cms. x 18 cms. ; n.c. 4 ; c.l. 24.5 cms. ; c.w. 4.4 cms. ; Screen 65 ; Stereos & Mats accepted.

Gen. Inf. Estd. 1923 ; Ed. K. P. Kesava Menon ; Ad. Mgr. C. K. Nambiar ; Pubd. by the Mathrubhumi Printing & Publishing Co. Ltd. ; Policy : General Illustrated week-end magazine ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 99,142 (PR 84,205).

NAVAYUGAM

Malayalam Weekly ; 20P ; Add. Thycad, Trivandrum (Ker.).

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1951 ; Ed. C. Unni Raja ; Gen. Mgr. C. C. Nambiar ; Policy : Literary & Political.

Cir. 10,000 Cc (PR 9,857).

SATHYADEEPAM

Malayalam Weekly ; 15P ; Add. Ernakulam-1 (Ker.) ; Grams : MALABAMAIL ; Phone 110.

Ad. Rates Casual upto 249 cms. Rs. 2 s.c.cm. ; Contract 250 cms. to 624 cms. Rs. 1.75 s.c.cm. ; 625 cms. & over Rs. 1.60 s.c.cm. (min. 3 cms.) ; Further details on application.

Mech. Data Ppages 12 ; Size 43 cms. x 28 cms. ; Print area 39 cms. x 25 cms. ; n.c. 5 ; c.l. 39 cms. ; c.w. 5 cms. ; Screen 65 to 80 cms ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1927 ; Mg. Ed. Rev. Fr. Joseph Vithayathi ; Pubd. by Mar Louis Memorial Press ; Policy : Independent.

Cir. 22,000 Cc (PR 21,122).

WEEKLY TELEGRAPH

Malayalam Weekly ; 9P ; Add. Eastern Bazar, Trichur-1 (Ker.) ; Phone 805.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract 250 cms. to 499 cms. Rs. 1.75 s.c.cm. ; 500 cms. & over Rs. 1.50 s.c.cm. ; Front Pg. 25% extra ; Pg. rate : F. Pg. Rs. 300, H. Pg. Rs. 150 per insertion ; Front Pg. panels Rs. 15 per panel.

Mech. Data Pages 8 ; Size 44.45 cms. x 28.57 cms. ; Print area 40.64 cms. x 25.4 cms. ; n.c. 5 ; c.l. 40.64 cms. ; c.w. 5.08 cms. ; Screen 80 to 85 ; Blocks and Stereos accepted.

Genf. In. Estd. 1958 ; Ed. K. V. Daniel ; Ad. Mgr. F. Kannanpuzha ; Put. K. V. Thomas ; Policy : Democracy.

Cir. 16,000 Cc (PR 15,641).

OTHER PERIODICITIES**Language****AMITTE**

Malayalam Monthly ; 25P ; Add. Goyl. High School Junction ; Quilon (Ker.).

Ad. Rates F. Pg. Rs. 50, H. Pg. Rs. 30
Last Cover Rs. 80, 2nd & 3rd covers
Rs. 60 per insertion ; Casual Re. 1 s.c.
cm. ; Contract 250 cms. to 624 cms.
80P s.c.cm. ; 625 cms. & over 60P
s.c.cm.

Mech. Data Pages 36 ; Size Quarter
Crown ; Print area 21.25 cms. x 15
cms. ; n.c. 3 ; c.l. 21.25 cms. ; c.w.
5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959 ; Ed. & Pub. G. K.
Panicker ; Policy : Political, Humorous
Monthly.

Cir. PR 18,348.

ARUNA

Malayalam Monthly ; 25P ; Add. Kot-
tayam (Ker.).

Ad. Rates F. Pg. Rs. 100 ; 2nd cover
Rs. 150, 3rd cover Rs. 130 ; Back
cover (tri-colour) Rs. 250 per insertion ;
Casual Rs. 2 s.c.cm. ; Contract 250 cms.
& over Rs. 1.60 s.c.cm.

Mech. Data Pages 40 ; Size 25 cms. x
19 cms. ; Print area 20 cms. x 15 cms. ;
n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ;
Screen 65 ; Blocks and Stereos accep-
ted.

Gen. Inf. Estd. 1950 ; Ed. & Pub.
A. V. Kalathil ; Ad. Mgr. (Miss) Chel-
lamma ; Policy : Films and Domestic
Science.

Cir. 8,715 Cc (PR 8,000).

BHARATHARAMOM

Anglo-Malayalam Fortnightly ; 6P ;
Add. Manmohan Bldgs., Trivandrum-1
(Ker.) ; Phone 3693.

Ad) Rates Contract 1 to 100 cms. Rs.
1.20 s.c.cm. ; 101 cms. & over 80 P
s.c.cm. ; Pg. rate : F. Pg. Rs. 200,
H. Pg. Rs. 100, Qr. Pg. Rs. 50 per inser-
tion.

Mech. Data Pages 12 ; Size 37.5 cms. x
22.5 cms. ; Print area 33.75 cms. x
21.25 cms. ; n.c. 4 ; c.l. 33.75 cms. ;
c.w. 5 cms. ; Screen 60 ; Blocks and
Stereos accepted.

Gen. Inf. Eds. K. R. Elankath, &
Thickurissi ; Pub. C. Krishnan Nair ;
Policy : Independent.

Cir. 23,000 Cc (PR 9,000).

CHERUKATHA

Malayalam Monthly ; 25P ; Add. Cha-
mpakulam P.O. (Ker.).

Ad. Rates F. Pg. Rs. 25 H. Pg. Rs. 15
Qr. Pg. Rs. 7.50 per insertion ; Back
cover 2 colours Rs. 40 per insertions.

Mech. Data Pages 68 ; Size 96 sq. cms. ;
Print area 88 sq. cms. ; n.c. 1 ; Screen
60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949 ; Ed. Thomas
Pappy ; Pub. Thomas Job ; Policy :
Short Stories.

Cir. 3,226 Cc (PR 2,996).

CINEMA

Malayalam Monthly ; 25 P ; Add.
Banerji Road, Ernakulam-8 (Ker.) ;
Grams : CINEMA ; Phone 3287.

Ad. Rates F. Pg. Rs. 50, H. Pg. Rs. 25,
Qr. Pg. Rs. 15 per insertion ; Less than
Qr. Pg. Rs. 1.20 s.c.cm. ; 2nd or 3rd
cover Rs. 60, 4th cover Rs. 75 per inser-
tion.

Mech. Data Pages 36 ; Size 24 cms. x
18 cms. ; Print area 21.5 cms. x 15 cms. ;
n.c. 3 ; c.l. 21.5 cms. ; c.w. 5 cms. ;
Screen 60 ; Blocks and Stereos accep-
ted.

Gen. Inf. Estd. 1950 ; Ed. K. G. Mani ;
Pubd. by Cinema Ptg. & Publishing
Bureau ; Policy : Promotion of Film
Industry.

Cir. 11,600 Cc (PR 11,632).

CINEMA MASIKA

ABC
Malayalam Monthly ; 30 P ; Add. P.B.
No. 100, Kottayam-1 (Ker.) ; Phone
(Office) 3562, (Press) 2426.

Ad. Rates Ord. pos : F. Pg. Rs. 160,
H. Pg. Rs. 90, Qr. Pg. Rs. 45 per inser-
tion ; Casual Rs. 6 s.c. cm ; 4th cover
Pg. (tri-colour) Rs. 500 ; 2nd & 3rd
cover Pgs. Rs. 350 each per insertion ;
1st cover Pg. (tri-colour) Rs. 700 per
insertion.

Mech. Data Pages 100 ; Size 19 cms.
x 12.5 cms. ; Print area 15 cms. x 10 cms. ;
n.c. 2 ; c.l. 15 cms. ; c.w. 4.6 cms. ;

Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1946 ; Ed. & Pub. K. Sankaran Nair ; Ad. Mgr. K. P. S. Nair ; Policy : Dealing with Cinema ; Member : AINEC.

Cir. ABC (July-Dec. '64) 70,085 (PR 53,249).

DETECTOR

Malayalam Monthly ; 25 P ; Add. Champakulam P.O. (Ker.).

Ad. Rates F. Pg. Rs. 30 ; H. Pg. Rs. 15, Qr. Pg. Rs. 7.50 per insertion ; Back cover (2 colours) Rs. 50 per insertion.

Mech. Data Pages 68 ; Size 96 sq. cms. ; Print area 88 sq. cms. ; n.c. 1 ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. Thomas Pappy ; Pub. Thomas Job ; Policy : Short Story Magazine.

Cir. 4,288 Cc (PR 3,694).

POOMALA

Malayalam & English Monthly ; 25 P ; Add. P.O. Box No. 156, Ernakulam (Ker.).

Ad. Rates F. Pg. Rs. 100 H. Pg. Rs. 60 per insertion ; Back cover Rs. 125 per insertion.

Mech. Data Crown 1/2.

Gen. Inf. Estd. 1952 ; Ed. & Pub. E. Elias ; Policy : Film Magazine.

Cir. 10,000 Cc (PR 9,444).

SARASAN

Malayalam Monthly ; 25P ; Add. Changanacherry (Ker.) ; Grams : SARASAN.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion ; Back cover (2 colours) Rs. 150, 2nd & 3rd covers (single colour) Rs. 125 per insertion.

Mech. Data Pages 40 ; Size 25 cms. x 19 cms. ; Print area 21 cms. x 16 cms. ; n.c. 3 ; c.l. 21 cms. ; c.w. 5 cms. ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1945 ; Ed., Ad. Mgr. & Pub. R. Madhavan Pillai ; Policy : Independent humorous magazine.

Cir. 28,000 Cc (PR 19,000 Prov.).

THANINIRAM

Malayalam Monthly ; 25 P ; Add. P.O. Box No. 75, Trivandrum (Ker.) ; Grams : THANINIRAM ; Phones 4019, 3388.

Ad. Rates F. Pg. Rs. 100 H. Pg. Rs. 60, Qr. Pg. Rs. 30 per insertion ; Last cover Rs. 200 per insertion.

Mech. Data Pages 36 ; Size 25 cms. x 20 cms. ; Print area 20 cms. x 16.25 cms. ; cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. & Pub. Kalanilayam Krishnan Nair ; Ad. Mgr. C. Dharamaraj ; Policy : Film Critic ; Member : AINEC.

Cir. 11,000 (PR Not Available).

VIKATAKESARI

Malayalam Monthly ; 25P ; Add. Trivandrum-1 (Ker.) ; Grams : VIKATAKESARI.

Ad. Rates F. Pg. Rs. 75, H. Pg. Rs. 40 per insertion ; Casual Rs. 1.60 s.c.cm. ; Contract 250 to 624 cms. 80P s.c.cm. ; 625 cms. & over 60 P s.c.cm. ; Cover Pgs. ; Back Pg. Rs. 150, 2nd & 3rd covers Rs. 125 each per insertion.

Mech. Data Pages 20 ; Size 36 cms. x 26 cms. ; Print area 32 cms. x 22 cms. ; n.c. 4 ; c.l. 32 cms. ; c.w. 5 cms. ; Screen 60 to 90 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. Ulloor Krishnan Nair ; Ad. Mgr. K. A. Nair ; Policy : Humorous magazine.

Cir. 2,000 Cc (PR 1,990).

A TOURIST HEAVEN : VISIT MADHYA PRADESH

During Your Holidays,

COME AND SEE :

- * The Famed Khajuraho Temples—
The Highest Watermark of Medieval Sculpture and Architecture, Poem In Stones
- * The Great Stupa of Sanchi
- * Mandu—
'The City of Joy'
- * The Proud Gwalior Fort
- * The Milk-White Marble Rocks near Jabalpur
- * Pachmarhi—
M.P.'s Health and Summer Resort

A Number of other places for Trekking,
Sight-seeing and Shikar

MADHYA PRADESH OFFERS A CHOICE
For Every Taste and Inclination

Contact

DIRECTORATE OF TOURISM, BHOPAL (M.P.)

Madhya Pradesh

DAILY NEWSPAPERS

English

HITAVADA

ABC

English Morning ; Pubd. simultaneously from Nagpur & Bhopal ; (Weekdays) 10P; (Sundays) 13P ; Add. Shahjahanabad, Bhopal (M.P.) ; Phone 384.

For mechanical details, ad. rates and circulation please refer HITAVADA, Nagpur, in Maharashtra State.

Gen. Inf. Estd. 1911 ; Chief Ed. A. D. Mani ; Gen. Mgr. A. Subramaniam ; Pubd. by The Servants of India Society ; Policy : Nationalist ; Member : IENS.

MADHYA PRADESH CHRONICLE

English Morning ; 10P ; Add. Jehangirabad, Bhopal (M.P.) ; Grams : CHRONICLE ; Phone 580.

Ad. Rates 1 to 125 cms. Rs. 2 s.c.cm. ; 126 cms. to 625 cms. Rs. 1.80 s.c.cm. ; Contract 626 cms. & over Rs. 1.60 s.c.cm. ; Govt., Legal & other Public Notices Rs. 2.80 s.c.cm. ; Contract Ear Panels 26 or over Rs. 10 per panel.

Mech. Data Pages 6 ; Print area 50 cms. x 39 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.75 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. K. P. Narayanan ; Mgr. H. S. Godani ; Pub. R. G. Maheshwari ; Policy : Nationalist ; Member : IENS.

Cir. 6,000 Cc (PR 3,000 Prov.).

Language

AFKAR

Urdu Morning ; 10P ; Add. Afkar House, Sultania Rd., Bhopal (M.P.) ; Grams : AFKAR ; Phone 72.

Ad. Rates Rs. 1.60 s.c.cm. flat rate.

Mech. Data Pages 4 to 6 ; Size 50 cms. ; x 37.50 cms. ; Print area 48 cms. x 37.50 cms. ; n.c. 7 ; c.l. 48 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1945 ; Ed. & Pub. A. R. Rushdi, Ad. Mgr. M. Asghar ; Policy : Nationalist.

Cir. 3,680 Cc (PR 2,000).

DAILY INDORE SAMACHAR

ABC Hindi Morning ; 8P ; Add. 14 Gas House Rd., Indore City (M.P.) ; Grams : SAMACHAR ; Phones 6005 & 6705.

Ad. Rates Display Casual Rs. 1.50 s.c.cm. ; Contract 1 cm. to 500 cms. Rs. 1.40 s.c.cm. ; 501 cms. & over Rs. 1.20 s.c.cm. ; Govt., Railway, Municipal, Local Boards, Reader Ads., Prospectuses & Public Announcements, etc. Rs. 2 s.c.cm. per insertion ; Spl. pos. Front Pg. 25% extra ; Top pos. Ord. Pgs. 25% extra ; Top panels on title Pgs. Rs. 21 per insertion (size 6.5 cms. x 2 cols. per panel) ; For more than 10 panels in a year Rs. 18 per panel per insertion.

Mech. Data Pages 4 ; Size 41.50 cms. x 57 cms. ; Print area 50 cms. x 38 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.87 cms. ; Screen 40 to 60 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1946 ; Ed. Purushottam Vijay ; Ad. Mgr. P. L. Nanneriya ; Policy : Independent ; Member : AINEC & ILNA.

Cir. ABC (July-Dec. '64) 11,446 (PR 10,000 Prov.).

DAILY JAGRAN

ABC Hindi Morning ; Pubd. simultaneously from Bhopal & Rewa ; 8P ; Add. Bara-

dari, Noor Mahal, Bhopal ; Grams : JAGRAN ; Phone 385 ; Rewa : Kasauta House, Venkat Road, ; Grams : JAGRAN ; Phone 129.

Ad. Rates Bhopal Edn. Casual 3 cms. to 249 cms. Rs. 2 s.c.cm. ; Contract 250 cms. & over Rs. 1.40 s.c.cm. ; Front Pg. (Insertion at least once a week) 3 months Rs. 8 per panel ; Contract : 1 year Rs. 6 per panel ; Govt., Railways, Corporation, Municipal, Development and District Board, Legal and other Public Notifications, Tender Notices, Company Prospectuses and Crossword Puzzles etc. Rs. 2 s.c.cm. ; **Rewa Edn.** : Casual 3 cms. to 249 cms. Rs. 2 s.c.cm. ; Contract 250 cms. & over Rs. 1 s.c.cm. ; Front Pg. Panels (Insertion once a week) 3 months Rs. 7 s.c.cm. per panel ; Contract : 1 year Rs. 5 per panel ; Govt., Railways, Corporation, Municipal, Development and District Board, Legal and other Public Notifications, Tender Notices, Prospectuses and Crossword Puzzles etc. Rs. 2 s.c.cm. ; **Combined Edns.** : Casual 3 cms. to 249 cms. ; Rs. 2.84 s.c.cm. ; Contract 250 cms. & over Rs. 1.80 s.c.cm. ; Front Pg. Panel : (Insertion atleast once a week) 3 months Rs. 13 per panel ; Contract : 1 year Rs. 10 per panel ; Govt., Railways, Corporation, Municipal Development and District Board, Legal and other Public Notifications, Tenders Notices, Company Prospectuses and Crossword Puzzles etc., Rs. 2.84 s.c.cm.

Mech. Data Pages Bhopal 4, Sunday 6 ; Rewa 4 ; Size 57 cms. x 42 cms. ; Print area 51 cms. x 38.4 cms. ; n.c. 8 ; c.l. 5 cms. ; c.w. 4.87 cms. ; Screen 65 ; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1953 ; Ed. Gurudev Gupta ; Gen. Mgr. J. B. L. Agnihotri ; Pub. Jagran Publications, Rewa ; Policy : Independent ; Member : IENS & AINEC.

Cir. ABC (Jan.-June '64) Bhopal 3,839 ; Rewa 2291 (PR Bhopal 3,652 Rewa 2,380).

DAINIK BHASKAR

Hindi Morning ; Pubd. simultaneously from Bhopal, Ujjain & Jhansi ; 7P ; Add. Agarwal Bhuvan, Kotwali Rd., Bhopal (M.P.) ; Grams : BHASKAR ; Phones 235 and 619.

Ad. Rates Combined edns. upto 50 cms. Rs. 4 s.c.cm. ; 51 cms. & over Rs. 3 s.c.cm. ; Any one of the 3 edns. Re. 1 s.c.cm. ; Govt., Municipal & other Public Notices combined edns. Rs. 3.60 s.c.cm. ; Single edn. Rs. 1.60 s.c.cm. ; Ear Panels Front Pg. combined 1 to 25 panels Rs. 16 per panel ; Contract 26 panels & over Rs. 14 per panel ; Any one of the three edns. 1 to 25 panels Rs. 6 per panel ; Contract 26 panels & over Rs. 5 per panel ; Front Pg. 50% extra.

Mech. Data Pages 4 ; Print area 50 cms. x 39 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. G. D. Mehta ; Pub. Nathi Lal Saxena ; Policy: Nationalist.

Cir. (Combined) 12,000 Cc (PR Ujjain 2,317 Prov. ; Bhopal 5,729 Uncertified).

DAINIK MADHYA PRADESH

Hindi Morning ; 4P ; Add. Ghanta-ghar ; Katni (M.P.) ; Phone 78.

Ad. Rates On application.

Mech. Data Pages 2 ; Size 38 cms. x 51 cms. ; Print area 46 cms. x 36 cms. ; n.c. 7 ; c.l. 46 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks, Stereos and Mats not accepted.

Gen. Inf. Estd. 1958 ; Eds. Shivanath Gupta & Kanhaiya Lal Gour ; Ad. Mgr. G. D. Bairagi ; Policy : Independent.

Cir. 5,000 Cc (PR 2,062).

HAMARI AWAZ

Hindi Morning ; 7P ; Add. Patankar Bazar, Lashkar, Gwalior (M.P.) ; Phone 55.

Ad. Rates On application.

Mech. Data Pages 4 ; Size 55 cms. x 41.25 cms. ; Print area 50 cms. x 37.50 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.87 cms. ; Screen 70 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952 ; Ed. Nishank Sharma ; Gen. Mgr. Ram Prasad Srivastava ; Policy : Nationalist.

Cir. 6,905 Cc (PR 4,510 Prov.).

JABALPUR SAMACHAR

Hindi Evening ; 8P ; Add. 171 Sarafa, Jabalpur (M.P.) ; Phone 1354.

Ad. Rates Casual Rs. 1.60 s.c.cm. ; Contract : 1 cm. to 124 cms. Rs. 1.20 s.c.cm. ; 125 cms. & over Re. 1 s.c.cm. ; Entertainment 33-1/3 % less on Contract Rates ; Ear Panels casual Rs. 8 each ; Contract for 25 or more insertions Rs. 6 each ; Prospectuses & other Public Notices etc. Rs. 1.40 s.c.cm.

Mech. Data Pages 4 ; Size 55 cms. x 42.5 cms. ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. N. G. Tiwari ; Pubd. by Citizen Newspapers ; Policy : Independent.

Cir. 4,800 Cc (PR 5,120).

JAGARAN

Hindi Morning ; 8P ; Add. Shram Shivir, Snehalataganj, Indore City (M.P.) ; Grams : JAGARAN ; Phones 6445, 6800.

Ad. Rates 1 to 250 cms. Rs. 2 s.c.cm. ; 251 cms. to 625 cms. Rs. 1.60 s.c.cm. ; 626 cms. to 875 cms. Rs. 1.40 s.c.cm. ; 876 cms. & over Rs. 1.20 s.c.cm. ; Govt. & General Public Notices Rs. 2 s.c.cm. ; Balance Sheets & Prospectuses etc. Rs. 1.40 s.c.cm. ; Front Pg. Ear Panels (8.75 cms. x 5 cms.) 1 to 5 panels Rs. 16, 6 to 15 panels Rs. 12, 16 Panels & over Rs. 10 per panel.

Mech. Data Pages (weekdays) 4, (Sundays) 6 ; Print area 54 cms. x 38 cms. ; n.c. 8 ; c.l. 54 cms. ; c.w. 4.75 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. I. C. Jain ; Policy : Nationalist.

Cir. 12,720 Cc (PR 5,000 Prov.).

MADHYA BHARAT PRAKASH

Hindi Morning ; 7P ; Add. Gwalior (M.P.) ; Grams : DAINIKPRAKASH ; Phone 39.

Ad. Rates Rs. 2 s.c.cm.

Mech. Data Pages 4 ; Size 50 cms. x 37.50 cms. ; Print area 45 cms. x 35 cms. ; n.c. 7 ; c.l. 45 cms. ; c.w. 5 cms. ; Screen 65 to 85 ; Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. Maya Shankar Varma ; Ad. Mgr. P. L. More ; Policy : Independent.

Cir. 8,411 Cc (PR 6,648).

MAHAKOSAL

Hindi Morning ; 8P ; Add. Nathani Bldg., Mahatma Gandhi Road, Raipur (M.P.) ; Grams : MAHAKOSAL ; Phones 133 & 498.

Ad. Rates Casual Rs. 2 s.c.cm. ; 125 cms. to 250 cms. Rs. 1.80 s.c.cm. ; 251 cms. & over Rs. 1.40 s.c.cm.

Mech. Data Pages (weekdays) 4 ; (Sundays) 8 ; Size 56.5 cms. x 43.7 cms. ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.7 cms. ; Screen 80 ; Blocks and Stereos accepted.

Cir. 9,000 Cc (PR 8,500 Prov.).

NADEEM

Urdu Morning ; 8P ; Add. Lakherapura, Bhopal (M.P.) ; Grams : NADEEM.

Ad. Rates Flat rate Re. 1 s.c.cm. ; 250 cms. & over 80P s.c.cm. ; Further details on application.

Mech. Data Pages 6 ; Size 50 cms. x 37.5 cms. ; Print area 46 cms. x 35 cms. ; n.c. 7 ; c.l. 46 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1935 ; Ed. Mahmoodul Hussaini ; Pub. Syed Qamarul Hasan ; Policy : Independent.

Cir. PR 1,975.

NAI DUNIA

ABC

Hindi Morning ; Pubd. simultaneously from Indore, Raipur & Jabalpur ; 8P ; Add. H.O. Sanyogitaganj, 288 Kibe Compound, Indore (M.P.) ; Grams : NAIDUNIA ; Phones 6022 & 4064 ; Raipur edn. : Sadar West, Raipur (M.P.) ; Grams : NAIDUNIA ; Phone 570 ; Jabalpur edn. : 5 Baldesbagh, Jabalpur (M.P.) ; Grams : NAIDUNIA ; Phone 1033.

Ad. Rates Combined rates for all the 3 edns. Casual Rs. 3.50 s.c.cm. ; 75 cms. to 299 cms. Rs. 3 s.c.cm. ; 300 cms. & over Rs. 2.80 s.c.cm. ; Govt. Notifications & Company and other Public Notices Rs. 4 s.c.cm. ; Front Pg. 50% ; extra ; Ear Panels : Casual Rs. 30 per panel ; Contract 26 panels and over Rs. 25 per panel ; Individual edns. Indore edn. : Casual Rs. 1.75 s.c.cm. ; Contract : 75 cms. to 299 cms. Rs. 1.60 s.c.cm. ; 300 cms. & over Rs. 1.50 s.c.cm. ; Public Notices Rs. 2.50 s.c.cm. ; Raipur or Jabalpur edns. : Casual : Rs. 1.50 s.c.cm. ; Contract : 75 cms. to 299 cms. Rs. 1.25 s.c.cm. ; 300 cms. & over Re. 1 s.c.cm. ; Public Notices Rs. 2.12 s.c.cm. ; Ear Panels Casual Rs. 10.25, 25 panels & over Rs. 8 per panel.

Mech. Data For all edns. : Pages 4 to 8 ; Size 60 cms. x 41.25 cms. ; Print area 55 cms. x 40 cms. ; n.c. 8 ; c.l. 55 cms. ; c.w. 4.87 cms. ; Screen 60 to 80 ; Mats and Stereos accepted.

Gen. Inf. Indore edn. : Estd. 1947 ; Chief Ed. Rahul Barpute ; Mg. Ed. Narendra Tiwari ; Pubs. Labh Chand Chhajalani, Narendra Tiwari & Basantilal Sethia ; Policy : Nationalist ; Member IENS & ILNA ; Raipur edn. : Estd. 1959 ; Ed. M. Surjan ; Ad. Mgr. Narendra Tiwari ; Member : ILNA ; Jabalpur edn. : Estd. 1959 ; Ed. Munder Sharma ; Ad. Mgr. Narendra Tiwari ; Policy : Nationalist ; Member : ILNA.

Cir. ABC Indore edn. (July-Dec. '64) 19,180 ; Raipur edn. (Jan-June '64) 7,232 ; Jabalpur edn. (July-Dec. '64) 7,028. (PR Indore 14,454 Prov. ; Raipur 6,368 ; Jabalpur 6,681).

NAVABHARAT

ABC Hindi Morning ; Pubd. simultaneously from Indore, Raipur, Jabalpur, Bhopal & Nagpur ; 8P ; Nagpur edn. 9P ; Add. Indore edn. : 11 Usha Ganj, St. No. 1, Indore (M.P.) ; Grams : NAVABHARAT ; Phone 6600 ; Raipur edn. : Para Raipur ; Grams : NAVABHARAT, Ram Sagar ; Phone 4448 ; Jabalpur edn. : Navabharat Bhavan, Near Motor Stand ; Grams : NAVABHARAT ; Phone 1185 ; Bhopal edn. : Navabharat Bhavan, Jehangirabad ; Grams : NAVABHARAT ; Phone 75.

Ad. Rates see NAVABHARAT under Maharashtra State.

Mech. Data For all edns. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.75 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Indore edn. : Estd. 1960 ; Mg. Ed. Ram Gopal Maheshwari ; Policy : Nationalist ; Member : IENS ; Raipur edn. : Estd. 1959 ; Mg. Ed. Ram Gopal Maheshwari ; Policy : Nationalist ; Member : IENS ; Bhopal edn. : Estd. 1956 ; Mg. Ed. Ram Gopal Maheshwari ; Policy : Nationalist ; Member : IENS.

Cir. ABC (July-Dec. '64) Combined 46,543 (PR Jabalpur 9,382 ; Bhopal 3,850 Prov. ; Raipur 6,000 Prov. ; Indore 1,500 Prov. (For details about Nagpur edn. see NAVABHARAT, Nagpur, in Maharashtra State).

NAV PRABHAT

Hindi Morning ; Pubd. simultaneously from Gwalior, Agra, Bhopal, Indore & Ujjain ; 7P ; Add. H. O. Shri Bhuvan, Lashkar, Gwalior (M.P.) ; Grams : NAVPRABHAT ; Phone 449 ; Gwalior edn. Jayendraganj, Grams : NAVPRABHAT ; Phone 571 ; Agra edn. : 4, M. Gandhi Rd., Agra (U.P.) ; Grams : NAVPRABHAT ; Phone 3067 ; Bhopal edn. : Jehangirabad, Bhopal (M.P.) ; Grams : NAVPRABHAT Phone 1293 ; Indore edn. : Race Course Rd. Indore (M.P.) ; Grams : NAVPRABHAT ; Phone 6556 ; Ujjain edn. : Chowk Bazar, Ujjain (M.P.) ; Grams : NAVPRABHAT ; Phone 73.

Ad. Rates Only Gwalior edn. 1 to 100 cms. Rs. 2.50 s.c.cm. ; 101 cms. to 500 cms. Rs. 2 s.c.cm. ; 501 cms. & over Rs. 1.60 s.c.cm. ; Any other one edition: Upto 100 cms. Rs. 2 s.c.cms ; 101 cms. to 500 cms. Rs. 1.60 s.c.cm. ; 501 cms. & over Rs. 1.20 s.c.cm. ; All combined edns. : Upto 100 cms. Rs. 5 s.c.cm. ; 101 cms. to 500 cms. Rs. 4 s.c.cm. ; 501 cms. & over Rs. 3 s.c.cm. ; s.c.cm. ; 501 cms. & over Rs. 3 s.c.cm. ; Company, Railway & Municipal Notices: Gwalior edn. Rs. 2.50 s.c.cm. ; all any other one edn. Rs. 2 s.c.cm. ; edns. Rs. 5 s.c.cm. ; Top Ear Panels ; Front Pg. (7.5 cms. x 2 cols) ; One edn. Rs. 15 per panel ; Two edns. Rs. 20 per panel ; All edns. Rs. 30 per panel ; Back Pg. panels (5 cms. x 2 cols.) One edn. Rs. 8, Two edns. Rs. 12 & all edns. Rs. 20 per insertion ; Special

Portion : Front Pg. 50% extra; any other pos. 25% extra.

Independent ; Member : IENS & AINEC.

Mech. Data Pages 4 ; Size 56 cms. x 43 cms. ; Print area 50 cms. x 38 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.75 cms. ; Screen 65 to 80 ; Mats and Stereos accepted.

Gen. Inf. Estd. : Gwalior Edn. 1948, Bhopal edn. 1952, Indore edn. 1951, Ujjain edn. 1951, Agra edn. 1953; Ch. Ed., Ram Niwas Bangad; Mg. Ed., A.M. Nagory, Mg. Dir. D.D. Nagory; Ad. Mgr. D.N. Shrivastava; Pub. The Hindusthan Journals Pvt. Ltd.; Policy: Progressive Nationalist.

ADVERTISEMENT

A Statement by the Publisher

NAVPRABHAT enjoys unparallel and unique position as the most potent Media of approach and is the largest circulated Daily of the area of its coverage, being always ahead in news and views. BEST MEDIA FOR ADVERTISING.

Cir. (Combined) 25,869 ; (Gwalior) 9,005, (Indore) 5,727, (Ujjain) 3,209, (Bhopal) 5,491, (Agra) 2,434. Cc. (PR Indore 5,120 Prov. ; Ujjain 2,600 Prov. ; Gwalior 5,725 Prov. ; Bhopal 500 Prov.).

PRADEEP

Hindi Morning ; 4P ; Add. Wright Twon, Jabalpur (M.P.).

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1950 ; Ed. & Pub. Kunj Bihari Pathak ; Policy : Nationalist.

Cir. Not available.

YUGADHARMA

ABC

Hindi Morning ; Pubd. simultaneously from Nagpur, Jabalpur & Raipur ; (weekdays) 8, (Sundays) 14P ; Add. Ramdaspath, Nagpur (M.P.) ; Grams : NARAKESARI ; Phone 2104.

For mechanical details, Ad. rates & Circulation please refer YUGADHARMA Nagpur, in Maharashtra State.

Gen. Inf. Estd. 1951 ; Ed. Satyapal Patait ; Ad. Mgr. D. S. Gore ; Pubd. by Narakesari Prakashan Ltd. ; Policy :

CONSUMER PUBLICATIONS

WEEKLIES

Language

KARMAVEER

Hindi Weekly ; Saturdays; 12P ; (Yearly subs. ; Rs. 6, Half Yearly Rs. 3.50 ; Add. P.O. Box No. 3, Khandwa (M.P.) ; Grams : KARMAVEER ; Phone 8.

Ad. Rates Casual Rs. 1.60 s.c.cm. ; Contract 250 cms. Rs. 1.20 s.c.cm. ; 251 cms. to 625 cms. Re. 1 s.c.cm. ; 626 cms. & over 90P s.c.cm.

Mech. Data Pages 12 ; Size 32.50 cms. x 25 cms. ; Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Screen 65 ; Mounted Blocks accepted.

Gen. Inf. Estd. 1925 ; Ed. B. N. Chaturvedi ; Estd. & Pubd. by Padma Bhushan (Dr.) Pt. Makhanlalji Chaturvedi ; Policy : Strong Congressite.

Cir. Not available.

KIRON

Hindi Illustrated Weekly ; 12P ; Add. Sanghi Bldg. ; 76 Jawahar Marg, Indore City (M.P.) ; Grams : KIRON WEEKLY ; Phone 6725.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract 325 cms. and over Rs. 1.80 s.c.cm. ; Public & Tender Notices etc. Rs. 2.40 s.c.cm.

Mech. Data Pages 8 ; Size 44 cms. x 27.50 cms. ; Print area 38 cms. x 24 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. & Pub. A. K. Jain ; Ad. Mgr. D. Krishnakumar ; Policy : Educative.

Cir. 6,000 (PR Not available).

KRISHAK JAGAT

Hindi Weekly ; 20P ; (yearly subs. Rs. 9) ; Add. Fatehgarh, P.O. Box No. 3,

Bhopal (M.P.) ; Grams : KRISHAK ;
Phone 466.

Ad. Rates Casual Rs. 3 s.c.cm. ; Contract upto 499 cms. Rs. 2.50 s.c.cm. ; 500 cms. & over Rs. 2 s.c.cm. ; Banks, Companies, Govt., Railways, Municipality, Court and other Notices Rs. 3 s.c.cm. ; Display ads. Rs. 2.72 s.c.cm ; Pg. rate : F. Pg. Rs. 400, H. Pg. Rs. 200, Qr. Pg. Rs. 100, 1/8 Pg. Rs. 60 per insertion ; Cover Pg. rates & other particulars on application.

Mech. Data Pages 16 to 20 ; Size 37.5 cms. x 25 cms. ; Print area 34 cms. x 20 cms. ; n.c. 4 ; c.l. 34 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks accepted.

Gen. Inf. Estd. 1946 ; Ed. & Pub. M. C. Bondriya ; Ad. Mgr. Suresh Chadndra Gangrade ; Policy : Improvement of Agriculture, Panchayat, Co-operation, Cottage Industries, Rural Uplift & allied matters.

Cir. 15,513 Cc (PR 15,513).

MALWA TIMES

Hindi Weekly ; 8P ; Add. Shram Shivir, Ujjain (M.P.) ; Phone 584.

Ad. Rates Rs. 2 s.c.cm.

Mech. Data Pages 8 ; Size 76.2 cms. x 50.8 cms. ; Print area 71.12 cms. x 45.72 cms. ; c.l. 71.12 cms. ; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1963 ; Ed. Hiralal Sharma Ad. Mgr. Nitayanand Bhatnagar ; Policy : National and Pro-Congress & INTUC.

Cir. PR 1,312.

MATRABHOOMI

Sindhi Weekly ; Pubd. simultaneously from Indore & Ajmer ; 10P ; (Annual subs. Rs. 5) ; Add. 124, Ada Bazar, Indore-2 (M.P.) ; Grams : MATRABHOOMI ; Phone 6164.

Ad. Rates Casual Re. 1 s.c.cm. Contract 250 cms. & over 80P s.c.cm.

Mech. Data Pages 8 ; Size 37.5 cms. x 25 cms. ; Print area 32.50 cms. x 22.50 cms. ; n.c. 4 ; c.l. 32.50 cms. ; c.w. 5.6 cmsl ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. & Pub. Deepak S. Kodwani ; Ad. Mgr. Kamal-kumar Sachdev ; Proprietor Krantky Kripalani ; Member : AINEC & ILNA.

Cir. 5,790 Cc (PR Not available).

RANBEHERI

Hindi Weekly ; Pubd. Simultaneously from Ujjain & Indore ; 8P ; Add. Daulat Ganj, Ujjain (M.P.) ; Phone 290 P.P.

Ad. Rates On application..

Mech. Data Pages 4 ; Print area 32.5 cms. x 23 cms. ; n.c. 4 ; c.l. 32.5 cms. ; c.w. 5 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959 ; Ed. & Pub. Ram Prakash Agrawal ; Ad. Mgr. R. N. Agrawal ; Policy : Independent.

Cir. 2,000 Cc (PR 1,811).

OTHER PERIODICITIES

Language

ARYAVART

Hindi Monthly ; 50P ; Add. Naya Bazar Lashkar, Gwalior (M.P.) ; Grams : ARYAVART ; Phone 642.

Ad. Rates F. Pg. Rs. 40, H. Pg. Rs. 25, Qr. Pg. Rs. 15 per insertion ; Cover Pgs. Inside Front & Inside Back covers Rs. 60 each ; Back cover Rs. 75 per insertion.

Mech. Data Pages 32 ; Print area 20 cms. x 14 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7 cms. ; Screen 55 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949 ; Ed. (Dr.) Ashok Kumar ; Pubd. by M. B. Aryapratinidhi Sabha ; Policy : Cultural.

Cir. 2,000 Cc (PR 1,500).

SHAKUNTALA

Sindhi Monthly ; 30 P ; (Annual subs. Rs. 4) ; Add. 124 Ada Bazar, Indore-2 (M.P.) ; Phone 6164.

Ad. Rates Casual Re. 1 s.c.cm. ; Contract 250 cms. & over 80P s.c.cm.

Mech. Data Pages 16 ; Size 37.5 cms. x 25 cms. ; Print area 32.5 cms. x 22.5 cms. ; n.c. 4 ; c.l. 32.5 cms. ; c.w. 5.6 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1963 ; **Ed. & Pub.** Deepak S. Kodwani ; **Ad. Mgr.** Kamal-kumar Sachdev ; **Proprietors :** Kranty Kripalani & Deepak S. Kodwani ; **Member :** ILNA.

Cir. 4,000.

SHOLA-I-HAYAT

Urdu Fortnightly ; 15P ; **Add.** Jehangirabad, Bhopal (M.P.).

Ad. Rates Rs. 2.50 s.c.cm. ; **Pg. rate** F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 33 per insertion.

Mech. Data Pages 12 ; Size 37.5 cms. x 25 cms. ; Print area 34 cms. x 22 cms. ; n.c. 4 ; c.l. 34 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962 ; **Ed.** M. Irfan ; **Policy :** General news, history, old documents, cartoon magazine, needle & embroidery work.

Cir. 3,500 Cc (PR 1,738).

USHA

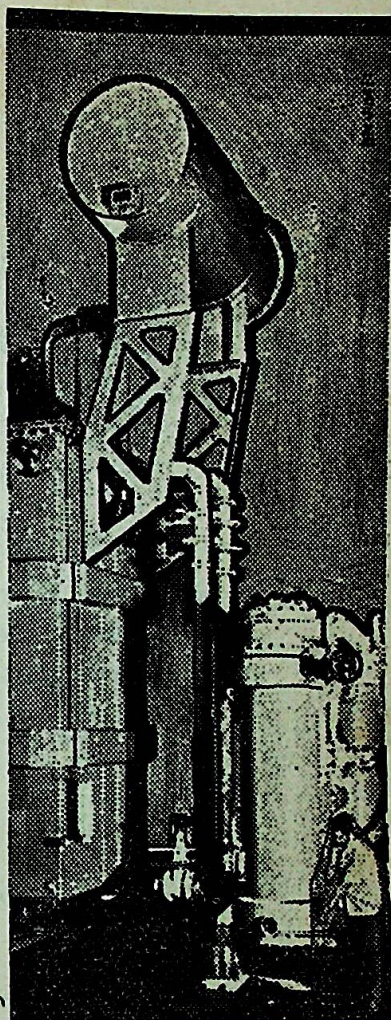
Hindi Monthly ; 50P ; **Add.** 76 Jawahar Marg, Rd. No. 2, Sanghi Bldg., Indore City (M.P.).

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion ; **Back cover** (3 colours) Rs. 350, (2 colours) Rs. 300, (1 colour) Rs. 250 per insertion ; **2nd & 3rd inside covers** (3 colours) Rs. 275, (2 colours) Rs. 225, (1 colour) Rs. 175 per insertion.

Mech. Data Pages 56 ; Size 26.50 cms. x 21.25 cms. ; Print area 25 cms. x 19 cms. ; n.c. 4 ; c.l. 25 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952 ; **Ed. & Pub.** Anand Kumar Jain ; **Ad. Mgr.** D. Krishnakumar ; **Policy :** Educative & Cultural.

Cir. 6,000 Cc (PR 4,000 Prov.).



**LARGEST MANUFACTURERS
OF HEAVY ELECTRICAL
EQUIPMENT FOR GENER-
ATION. TRANSMISSION
DISTRIBUTION & UTI-
LIZATION OF POWER.**

**HEAVY ELECTRICALS
(INDIA) LTD. BHOPAL.**

Service Above Self is the Rotarian Motto

Service to the Nation is "THE MAIL" Motto

The Mail

Established 1867
MADRAS

Incorporating The Spectator 1836. The Madras Times 1860

MOUNT ROAD MADRAS-2

People in all fields of human
endeavour turn to this popular
Daily that caters to their love
of intelligent thought and
discussion.

Other Offices

LONDON
151, Fleet Street,
London E.C. 4

NEW DELHI
I.E.N.S. Building,
Rafi Marg

CALCUTTA
4, Ezra Mansions,
10, Govt. Place East

BOMBAY
41, Hamam Street,
Fort

BANGALORE
99A, Jewellers Street

Madras

DAILY NEWSPAPERS

English

THE HINDU ABC
English Morning; (weekdays) 13P;
(Sundays) 19P; Add. Kasturi Bldgs.,
201-A Mount Rd., Madras-2; Grams;
HINDU; Phone 82071.

Ad. Rates Display upto 249 cms.
Rs. 16 s.c.cm.; Contract 250 cms.
& over Rs. 14 s.c.cm.; Company
Prospectuses & Announcements Rs.
21 s.c.cm.; Company Notices, Company
Meetings, Chairman's Speeches, Ba-
lance Sheets etc. Rs. 21 s.c.cm.; Compe-
tition & Allied ads. Rs. 16 s.c.cm.;
Election Notices (Personal) & Election
Manifestos Rs. 20 s.c.cm.; Photographs
(Personal) Rs. 20 s.c.cm.; Trade Mark
Notices Rs. 16 s.c.cm.; Ads. in
languages other than English 100%
extra; Spl. pos. Solus on Front Pg.
100% extra; Solus on Pg. facing leader
75% extra; Semi solus 40% extra;
Solus on Sundays magazine front or
back Pgs. 50% extra; Specified Pg.
25% extra; Top of column 25% extra;
Ear Panels (7.5 cms. x 4 cms.) upto 51
insertions Rs. 175 per insertion; 52 or
more insertions in a year Rs. 140 per
insertion; Colour ads. 33-1/3%, 50%,
66-2/3% extra for one, two & three
extra colours respectively.

Mech. Data Pages 12; Print area 55
cms. x 37.6 cms.; n.c.8; c.l. 55 cms.;
c.w. 4.7 mcs.; Screen 60; Stereos and
Mats accepted.

Gen. Inf. Estd. 1878; Ed. S. Parthasar-
athy; Gen. Mgr. G. Narasimhan;
Ad. Mgr. V.R. Srinivasan; Pubd. by
Kasturi & Sons Ltd.; Policy: Inde-
pendent; Member: IENS & AINEC.

Cir. ABC (July-Dec. '64) 1,37,051
(PR 1,33,210).

INDIAN EXPRESS

ABC

English Morning; (Sunday edn. known
as SUNDAY STANDARD); South-
ern edn. Pubd. simultaneously from 4
centres: Chittoor & Vijayawada (A.P.),
Madras & Madurai (Md.); (Weekdays)
10P; (Sundays) 20P; Add. Express
Estate, Mount Rd., Madras-2; Grams;
INDEXPRESS; Phone 83151.

Ad. Rates (For Southern edns.) Casual
Display (Min. 3 cms.) Rs. 13.50 s.c.cm.;
Contract: (min. 250 cms. to be used in
1 year) Rs. 12 s.c.cm.; Company Pros-
pectuses, Reports and Notices of
Company Meetings, Declaration of
Dividends, Other Company Notices,
Balance Sheets and Chairman's Speeches
Rs. 16 s.c.cm.; Election Notices. Mani-
festo etc., R. 15 s.c.cm.; Ear Panel:
Casual Rs. 140 per panel; Contract:
(min. 26 insertions to be used in 1 year)
Rs. 120 per panel; Spl. pos: Solus
Front Pg. (min 3 cms. x 20 cms. max.
4 cms. x 25 cms.) 100% extra; Semi
Solus in Front. Pg. (min. 2 cms. x 20
cms., max. 4 cms. x 25 cms.) 50% extra;
Solus on Pg. facing editl. (min. 2 cms. x
cms. max., 4 cms. x 25 cms.) 75%
extra; Semi Solus in Pg. facing editl.,
(min. 2 cms. x 20 cms. max. 4 cms.
x 25 cms.) 40% extra; Specified Pg.
25% extra; Top of col. in specified
Pg. 50% extra; Display ad. in classi-
fied cols. 20% extra; (For Sunday edn.
rates, see SUNDAY STANDARD under
Weekend-News papers).

Mech. Data Size 42 cms. x 58 cms.;
Print area 53 cms. x 38.96 cms.; n.c. 8;
c.l. 53 cms.; c.w. 4.48 cms.; Screen 60;
Blocks, Mats, & Stereos accepted.

Gen. Inf. Est. 1932; Ed.-in-Chief Frank
Moraes; Ad. Mgr. R.K. Swami;
Policy: Nationalist; Member IENS
& AINEC.

Cir. ABC (July-Dec. '64) 1,54,402 (PR
1,61,913).

THE MAIL

ABC

English Evening (weekdays) 10P (week-end edn. Saturdays) 13P. Add. Mail Bldgs., 201 Mount Rd., Madras-2; Grams : MAIL; Phones 83931-4.

patham; Policy : Nationalist; Member : IENS.

Cir. ABC (July-Dec. '64) 44,881 (PR 47,616).

Ad. Rates Display ads. ord. pos. : 1 cm. to 249 cms. Rs. 5.50 s.c.cm.; Contract 250 cms. & cover Rs. Rs. 4.80 s.c.cm.; Company Meetings, Notices, Legal & Public Notices, Municipal & other Notifications Rs. 6 s.c.cm.; Spl. pos.; Front Pg. 50% extra (min. 10 cms. x 2 cols., max. 25 cms. x 4 cols.); Other Spl. pos. : 25% extra; Ear Panels : (10 cms. x 4 cms.) 1 to 25 panels Rs. 60 per panel; Contract 26 panels & over Rs. 50 per panel.

Mech. Data Pages 8 to 12; Size 60 cms. x 41 cms.; Pint area 55 cms. x 38.8 cms.; c.l. 55 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1836; Ed. V.P.V. Rajan; Gen. Mgr. M.V. Raghavan; Ad. Mgr. D. Purnachandra Rao; Pubd. by Associated Publishers Pvt. Ltd.; Policy : Independent nationalist; Member : IENS.

Cir. ABC (July-Dec. '64) 27,844 (PR 34,500 Prov.).

Language**ANDHRA PATRIKA**

ABC

Telugu Morning; (weekdays) 8P, (Sundays) 13P; Add. 6 & 7 Thambu Chetty St., Madras-1; Grams : ANDHRAPATRIKA; Phones 29766 & 29767.

Ad. Rates 1 to 250 cms. Rs. 4 s.c.cm.; 251 cms. & over Rs. 3 s.c.cm.; Public Notices & Announcements Rs. 4 s.c.cm.; Ear Panels (7.5 cms. x 5 cms.) Casual : Rs. 40 per panel; Contract : 26 to 51 panels Rs. 30, 52 panels & over Rs. 25 per panel; Ads. other than Telugu 50% extra.

Mech. Data Pages (weekdays) 6 to 8, (Sundays) 10 to 12; Size 58.4 cms. x 41.9 cms.; Print area 54 cms. x 39.2 cms.; n.c. 8; c.l. 54 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1908; Ed. S. Sambhu Prasad; Gen. Mrg., M. Chunchitha-

DAILY THANTHI

Tamil Morning Pubd. simultaneously from Madras, Madurai, Tiruchi and Coimbatore (Md.); 10P; Add. 1, Rundalls Road, Vepery, Madras-7; Grams : THANTHI; Phone 31331.

Ad. Rates All combined edns. 1 to 249 cms. Rs. 8 s.c.cm.; Contract : 250 cms. & over Rs. 7.20 s.c.cm.; Spl. pos. Front Pg. (min. 4 cms. x 2 cols., Max. 23 cms. x 3 cols.) 75% extra; Rates for other pos. on application.

Mech. Data Pages 8; Size 56 cms. x 41 cms.; Print area 53 cms. x 38 cms.; n.c. 8; c.l. 53 cms.; c.w. 4.6 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1942; Ed. T.R. Beem-singh; Ad. Mgr. R. Somasundaram; Pubd. by Thanthi Trust; Policy : Nationalist; Member : IENS.

Cir. 2,31,709 Cc (PR 2,32,926).

DINAMALAR

ABC

Tamil Morning; 7P; Add. P.O. Box No. 4, Tirunelveli (Md.); Grams : DINAMALAR; Phone 273.

Ad. Rates 1 to 250 cms. Rs. 2.40 s.c.cm.; 250 cms. to 500 cms. Rs. 1.60 s.c.cm.; Ear Panels Casual : Rs. 10 per panel; Contract : 26 panels & over Rs. 9 per panel; Front Pg. solus 100% extra; Front Pg. ord. 50% extra.

Mech. Data Pages 4; Size 55.25 cms. x 41.25 cms.; Print area 52.5 cms. x 38 cms.; n.c. 8; c.l. 52.5 cms.; c.w. 4.87 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Ed. T.V. Ramasubba Iyer; Ad. Mgr. R. Lakshmipathy; Pubd. by T.V. Ramasubba Iyer & Sons; Policy : Nationalist Independent; Member : IENS.

Cir. ABC (Jan.-June '64) 12,275 (PR 13,500).

DINAMANI

ABC

Tamil Morning Pubd. simultaneously

from Madurai & Madras (Md.); 8P
Add. Express Estate, Mount Rd.,
Madras-2; Grams: DINAMANI;
Phone 83151.

Ad. Rates 1 to 249 cms. Rs. 8 s.c.cm.;
Contract 250 cms. & over Rs. 7 s.c.cm.;
Company Prospectuses, Announcements
Rs. 10 s.c.cm.; Balance Sheets, Reports
of Company Meetings etc. Rs. 9 s.c.cm.;
Spl. pos.: Solus on Pg. facing editl.
75% extra; Semi-souls 50% extra;
Front Pg. 50% extra; Other preferred
pos. 25% extra; Colour ads. Black plus
1 colour 50% extra; Black plus 2
colours 75% extra; Black plus 3 col-
ours 100% extra.

Mech. Data Size 42 cms. x 58 cms.;
Print area 53 cms. x 38.96 cms.; n.c. 8;
c.l. 53 cms.; c.w. 4.48 cms.; Screen
60; Blocks, Stereos and Mats ac-
cepted.

Gen. Inf. Estd. 1932; Ed. A.N. Siva-
raman; Ad. Mgr. R.K. Swami; Policy:
Nationalist; Member: IENS &
AINEC.

Cir. ABC (July-Dec. '64) 1,31,176
(PR 1,31,115).

JANASHAKTHI

Tamil Morning; 8P; Add. 32 Broadway,
Madras.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1951; Ed. Manali C.
Kandasami; Pub. S. Krishnaswamy;
Policy: Independent.

Cir. PR 9,909 Prov.

MALAI MURASU

Group of Tamil Evening; Pubd. from
Six centres viz. Madras, Tirunelveli,
Salem, Coimbatore, Tiruchirappalli &
Madurai (Md.); 7P; Add. H.O. 2-16
Mount Rd., Madras-2; Grams:
MALAIMURASU; Phones 86511 &
82405; Tirunelveli edn.: 5 Madurai
Rd.; Coimbatore edn.: 46, Vincent Rd.;
Tiruchirappalli edn.: 8, McDonald's
Road; Madurai edn.: 4-A Kallarai
Lane, Ramnad Rd-2; Salem edn.:
6 Trichy Main Rd.

Ad. Rates Group rates (combined six

edns.) 1 to 249 cms. Rs. 6 s.c.cm.; 250
cms. & over Rs. 5 s.c.cm. (min. size
accepted 2 cms. x 1 col.).

Mech. Data Pages 4; Size 464 sq. cms.;
Print area 424 sq. cms.; n.c. 8; c.l. 53
cms.; c.w. 5 cms.; Screen 65; Stereos
and Mats accepted.

Gen. Inf. Estd. 1959; Eds. B.R. Adityan,
B.S. Adityan, K.P. Kandasamy; Ad.
Mgr. R. Swaminathan; Pubd. by Malai
Murasu Group; Policy: Independent
(non-party).

Cir. (Combined all six edns.) 1,36,446
Cc (PR 1,32,710).

MURASOLI

Tamil Morning; 8P; Add. 4/128 Mount
Rd., Madras-6; Phone 84780.

Ad. Rates On application.

Mech. Data Print area 45 cms. x 32.5
cms.; n.c. 7; c.l. 45 cms.; c.w. 4.8 cms.;
Screen 65; Blocks & stereos accepted.

Gen. Inf. Estd. weekly 1946, converted
into daily 1960; Rd. M. Karunanidhi;
Policy: Progressive.

Cir. 22, 250 Cc (PR 22,250 Prov.).

NAVA INDIA

ABC
Tamil Morning; Pubd. Simultaneously
from Madras & Coimbatore—(Md.);
7P; Add. H.O. Peelamedu, Coimba-
tore-4 (Md.); Madras Office: 38 Mount
Rd., Madras-6; Grams: NAVAINDIA;
Phone 84375.

Ad. Rates Madras edn. Casual: Rs.
2.40 s.c.cm.; Contract 250 cms. &
over Rs. 1.60 s.c.cm.

Mech. Data Print area 50 cms. x 39
cms.; c.l. 50 cms.; c.w. 4.87 cms.;
Screen 60; Stereos and Mats accepted.

Gen. Inf. Mg. Ed. P.R. Ramakrishnan;
Pubd. by Ramakrishna Industrials
Pvt. Ltd.; Policy: Nationalist; Mem-
ber: IENS.

Cir. Madras edn. 8,790, (PR 11,403),
Coimbatore edn. ABC(July—Dec. '64)
9,749 (PR 10,375).

NAVAMANI

Tamil Morning; 7P; Add. Admiralty

House, 4 South Bank Rd., Madras-28;
Grams : DISPATCH ; Phones 72977 &
72978.

Ad. Rates Display ads. Casual : upto
249.50 cms. Rs. 3.20 s.c.cm. ; Contract :
250 cms. & over Rs. 2.40 s.c.cm. ; Fin-
ancial, Prospectuses, Company Notices,
etc., Rs. 3.60 s.c.cm. ; Ear Panels (7cms.x
4 cms.) Casual : upto 25 insertions
Rs. 20 per insertion; Contract: 26 panels
& over Rs. 16 per panel ; Spl. pos. :
Front pg. 50 % extra Solus pos. (min.10
cms. x 2 cols.) 100% extra; Ads. in
languages other than Tamil 100%
extra.

Mech. Data. Pages 4 ; Size 38 cms.
x 56 cms. ; Print area 50 cms. x 34 cms. ;
n.c. 7 ; c.l. 50 cms. ; c.w. 4.7 cms. ;
Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. O. Ramalin-
gam ; Ad. Mgr. R. Narashimhan ;
Pubd. by Madras Co-operative Printing
& Publishing Society Ltd., Policy ;
Independent & Progressive.

Cir. 30,276 Cc (PR 25,541).

NAVASAKTHI

Tamil Morning 7P; Add. 60 Kutchery
Rd., Mylapore, Madras-4 ; Grams :
NAVASAKTHI ; Phones 75681 &
72622.

Ad. Rates Commercial display ads.
1 to 250 cms. Rs. 3.20 s.c.cm. ; Legal,
Municipal & Public Notices Rs. 4 s.c.
cm. ; Election Notices & Announcements
Rs. 4.40 s.c.cm. ; Spl. pos. : Front Pg.
50% extra ; Front Pg. solus pos. 100%
extra (min. space 5 cms. x 2 cols); Ads.
in English 100% extra.

Mech. Data. Pages 4 to 6 ; Size 57.5
cms. x 42 cms. ; Print area 52.5 cms.
x 40.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ;
c.w. 4.87 cms. ; Screen-65 ; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. & Pub. M.
Dhanushkodi ; Gen. Mgr. P. Ramarat-
nam ; Ad. Mgr. K. S. Srinivasan ;
Policy : Nationalist.

Cir. 20,509 Cc (PR 10,500).

SWADESAMITRAN

Tamil Evening; 8 P ; Add. Victory

ABC

House, 7 & 8, Mount Rd., Madras-2 ;
Grams ; MITRAN ; Phone 84021.

Ad. Rates Upto 249 cms. Rs. 4.50
s.c.cm., Contract : 250 cms. & over
Rs. 4 s.c.cm. ; Legal & Public Notices
Rs. 5 s.c.cm. ; Ear Panels (5 cms. x
8.5 cms.) Casual : Rs. 50 per panel ;
Contract : 12 panels & over Rs. 45
per panel ; 52 panels Rs. 40 per inser-
tion ; Spl. pos. : Front Pg. Solus 100%
extra ; Front Pg. 50% extra ; Ads. in
English 100% extra.

Mech. Data Pages 6 ; Size 58 cms. x
42 cms. ; Print area 53 cms. x 39 cms. ;
n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ;
Screen 60 ; Stereos and Mats ac-
cepted.

Gen. Inf. Estd. 1882 ; Ed. C.S. Nara-
simhan ; Ad. Mgr. K.S. Ramadurai ;
Pubd. by The Swadesamitran Ltd. ;
Policy : Nationalist (non-party) ; Mem-
ber : IENS.

Cir. ABC (July-Dec. '64) 41,258
(PR 42,049 Prov).

TAMIL NADU

Tamil Morning; (weekdays) 7P; (Sundays)
13P; Add. Andalpuram, Tirupparan-
kundram Rd., Madurai (Md.) ; Grams :
TAMILNADU ; Phones 3227 &
3228.

Ad. Rates 1 to 249 cms. Rs. 2 s.c.cm. ;
Contract : 250 cms. & over Rs. 1.80
s.c.cm. ; Public Notices, Company Pros-
pectuses etc. Rs. 3 s.c.cm. ; Ear Panels
(4 cms. x 10 cms.) Casual : Rs. 15 per
panel ; Contract : 26 panels and over
Rs. 12.50 per panel ; Spl. pos. ; Front
Pg. 50% extra (min. 5 cms. x 2 cols);
Front Pg. solus pos. : (1 min. 20 cms.
x 3 cols.) 100% extra ; Ads. in English
50% extra.

Mech. Data Pages 4 ; Size 56 cms. x
43 cms. ; Print area 54 cms. x 40 cms. ;
n.c. 8 ; c.l. 54 cms. ; c.w. 4.87 cms. ;
Screen 65 ; Mats & Stereos accepted.

Gen. Inf. Estd. 1951 ; Ed. Karumuttu
Thiagarajan ; Pub. T. Manickavasagam ;
Policy : Nationalist ; Member : IENS
& ILNA.

Cir. ABC (Jan.—June '64) 17,986
PR (19,140).

THANI ARASU

Tamil Morning; 7P; Add. No. 5
VilHage Rd., Nungambakkam, Madras-
34; Phones 83970 & 85410.

Ad. Rates Casual : upto 249 cms.
Rs. 4 s.c.cm.; 250 cms. & over Rs. 2
s.c.cm.; Legal & Public Notices Rs. 3
s.c.cm.; Ear Panels Casual : Rs. 40
per panel ; 52 panels & over Rs. 20
per panel; Leader Pg. panels Casual :
Rs. 30 per panel ; Contract : 52 panels
& over Rs. 15 per panel ; Front Pg.
Rs. 5 s.c.cm. ; Contract 250 cms. &
over Rs. 4 s.c.cm.

Mech. Data Pages 4; Print area 50 cms.
x 40 cms.; n.c. 8; c.l. 50 cms.; c.w.
5 cms.; Screen 60; Stereos and Blocks
accepted.

Gen. Inf. Estd. 1959; Ed. & Pub.
A.V.P. Asaithambi; Ad. Mgr. G.
Rajamani; Policy: Progressive.

Cir. 23, 497 Cc.

THINA SEITHI

Tamil Morning; 6P; Add. 101 Pura-
saiwalkam High Rd., Madras-10; Grams:
THINASEITHI; Phone 62500.

Ad. Rates Display ads. 1 to 250 cms.
Rs. 4 s.c.cm.; Contract 251 cms. &
over Rs. 3 s.c.cm.; Legal & Public
Notices, Municipal, Local bodies etc.
at display ads. rates: Front Pg. solus
pos. 100% extra (min. 25 cms. x 3
cols.); Company Prospectuses & An-
nouncements Rs. 6 s.c.cm.; Reports &
Notices of Company Meetings, Balance
Sheets, Election Manifestoes, etc. Rs.
5 s.c.cm.

Mech. Data Pages 4; Size 57 cms. x
Print area 52 cms. x 38 cms.; n.c.8;
c.l. 52 cms.; c.w. 4.8 cms.; Screen 60;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. R. Bala-
krishnan; Gen. Mgr. Natarajan; Asst.
Mgr. & Pub. T. Nadarajan; Ad. Mgr.
P.D. Thambe; Policy: Independent
Nationalist.

Cir. 23,190 Cc.

VIDUTHALAI

Tamil Morning; 7P; Add. No. 2
Balakrishna Pillai St.; Chintadripet,
Madras-2.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1935; Ed. E.V.R. Mani
Ammal; Ad. Mgr. M. Raju; Pubd.
by Periyar Self-respect Propaganda
Institution.

Cir. (PR 3,000 Prov.)

WEEK-END NEWSPAPERS

English

SUNDAY STANDARD - ABC
English Sunday Paper (Daily edn.
known an INDIAN EXPRESS); South-
ern edn. pubd. simultaneously from
4 centres: Chittoor & Vijayawada
(A.P.), Madras & Madurai (Md.);
20P; Add. Express Estate, Mount Rd.,
Madras-2; Grams: INDEXPRESS;
Phone 83151.

Ad. Rates (For Southern edns.) Casual
Display (Min. 3 cms.) Rs. 14 s.c.cm.;
Contract (Min. 250 cms. to be used in
1 year) Rs. 12.50 s.c.cm.; Company
Prospectuses, Reports and Notices of
Company Meetings, Declaration of
Dividends, Other Company Notices,
Balance Sheets and Chairman's Speeches
Rs. 17 s.c.cm.; Election Notices, Mani-
festoes etc., Rs. 16 s.c.cm.; Trade Mark
Notice (48 to 53 cms. will be accepted
as Full Col. Ad. only) Rs. 14 s.c.cm.;
Ear Panels: Casual Rs. 140 per panel;
Contract: (min. 26 insertions to be
used in 1 year) Rs. 120 per panel; Spl.
pos.: Solus Front Pg. (min. 3 cms. x
20 cms., max. 4 cms. x 25 cms.) 100%
extra; Semi Solus in Front Pg. (min. 2
cms. x 20 cms., max. 4 cms. x 25 cms.)
50% extra; Solus on Pg. facing editl.
(min. 2 cms. x 20 cms., max. 4 cms. x
25cms.) 75% extra; Semi Solus in
Pg. facing Editl. (min. 2 cms. x 20 cms.,
max. 4 cms. x 25 cms.) 40% extra;
Specified Pg. 25% extra; Top of col.
in specified Pg. 50% extra; Display ad.
in classified cols. 20% extra; Ads. in
Colours: (Min. Size 40 cms.) Black
plus 1 colour 33-1/3% extra; 2 colours
50% extra; 3 colours 66-2/3% extra;
Front Pg. colour charges on applica-
tion.

Mech. Data Size 42 cms. x 58 cms. ;
Print area 53 cms. x 38.96 cms. ; n.c.
8 ; c.l. 53 cms. ; c.w. 4.48 cms. ; Screen
60 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1932 ; Ed.-in-Chief
Frank Moraes ; Ad. Mgr. R.K. Swami ;
Policy : Nationalist ; Member : IENS
& AINEC.

Cir. ABC (July-Dec. '64) Southern
Edn. 1,56,293.

Cir. 9,000 Cc (PR 5,940).

MOVIELAND

English Film Weekly ; Fridays ; 12P ;
Add. 48-A, Peters Rd., Madras-14 ;
Phone 82336 ;

Ad. Rates Display Casual : Rs. 2 s.c.cm ;
Contract : 250 cms. & over Rs. 1.60
s. c.cm. ; Front Pg. (only colour ads.
accepted) (15 cms. x 2 cols.) 100% extra ;
Other pages 50% extra per colour.

Mech. Data Pages 12 ; Size 43.75 cms. x
28.62 cms. ; Print area 37.5 cms. x 25
cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 5
cms. ; Screen 65 to 85 ; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1959 ; Ed. K. Vasude-
van ; Pubd. by Venus Publications ;
Policy ; Promoting Film Industry.

Cir. 16,625 Cc (PR 7,780).

SPORT & PASTIME

ABC
English Weekly ; 38P ; Add. Kasturi
Bldgs., Mount Rd., Madras-2 ; Grams :
SPORTIME ; Phones 82071 (10 lines).

Ad. Rates Upto 124 cms. Rs. 4 s.c.cm ;
Contract : 125 cms. & over Rs. 3.20
s.c.cm. ; Rates for spl. pos. on appli-
cation : 1 colour 33-1/3% extra ; 2 co-
lours 50% extra ; 3 colours 66-2/3%
extra ; Back outer cover Pg. Rs. 500
per insertion ; For 12 insertions Rs. 475
per insertion.

Mech. Data Pages 56 plus 8 (News Pgs.) ;
Size 28 cms. x 20.3 cms. ; Print area ;
25 cms. x 17.8 cms. ; n.c.3 ; c.l. 25
cms. ; c.w. 5.6 cms. ; Screen 60 to 100 ;
Stereos, Mats, Original designs & Art
Pulls accepted.

Gen. Inf. Estd. 1947 ; Ed. G. Kasturi ;
Ad. Mgr. V.R. Srinivasan ; Pubd. by
Kasturi & Sons Ltd., Prop. of The
Hindu ; Policy : To promote athletic
activities of every kind and to popu-
larise all pastimes ; Member : IENS.

Cir. ABC (July-Dec. '64) 36,802
(PR 34,486)

SWARAJYA

ABC
English Weekly ; Saturdays ; 25P ; Add.
No. 20, Dr. Guruswamy Mudaliar Rd.,
Kilpauk, Madras-10.

CONSUMER PUBLICATIONS

WEEKLIES

English

FREE INDIA

English Weekly ; Sundays ; 20P ; Add.
77 General Patters Rd., Madras-2 ;
Phone 85304.

Ad. Rates Casual : Rs. 3 s.c.cm. ; 125
cms. to 299 cms. Rs. 2.50 s.c.cm. ; 300
cms. : and over Rs. 2 s.c.cm.

Mech. Data Pages 20 ; Size 36 cms. x
25.5 cms. ; Print area 33 cms. x 21.5
cms. ; n.c. 4 ; c.l. 33 cms. ; c.w. 5.2 cms. ;
Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939 ; Ed. & Ad. Mgr.
D. Krishnamurthy ; Pubd. by Free
India Pvt. Ltd. ; Policy : Nationalist.

Cir. 9,269 (PR 9,679).

THE HINDU WEEKLY REVIEW

English weekly ; Mondays ; Air mail
edn. (excluding air charges) 50 P ;
Surface mail edn. 20P ; Add. Kasturi
Bldgs., Mount Rd., Madras-2 ; Grams :
HINDU ; Phones 82071 (Ten lines).

Ad. Rates Upto 124 cms. Rs. 3.20 s.c.
cm. ; 125 cms. & over Rs. 2.40 s.c.cm. ;
Photographs (personal) Rs. 4 s.c.cm.

Mech. Data Pages 16 ; Print area 38
cms. x 25.5 cms. ; n.c. 5 ; c.l. 38 cms. ;
c.w. 4.7 cms. ; Screen 60 ; Stereos and
Mats accepted.

Gen. Inf. Estd. 1953 ; Ed. S. Parthas-
arthy ; Pubd. by Kasturi & Sons Ltd. ;
Policy : Review of week's news &
views.

Ad. Rates Casual : upto 150 cms. Rs. 5 s.c.cm.; Contract : 150 cms. & over Rs. 4 s.c.cm.; F. Pg. Contract basis Rs. 240 per Pg.

Mech. Data Pages 32 ; Size 26 cms. x 21 cms.; Print area 23 cms. x 17 cms.; n.c. 3 ; c.l. 23 cms.; c.w. 5.5 cms.; Screen upto 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955 ; Ed. Pothan Joseph ; Pubd. by Bharathan Publications (Pvt.) Ltd., ; Policy : Impartial picture of current events ; Member : IENS.

Cir. ABC (July-Dec. '64) 14,481 (PR 16,582).

Language

ANANDA VIKATAN ABC
Tamil Weekly ; Sundays ; 30P ; Add. 151, Mount Road, Madras-2 ; Grams ; VIKATAN ; Phones 86056, 86057, 86058.

Ad. Rates Ord. Pos. Contract : F.Pg. Rs. 400, H. Pg. Rs. 200, Qr. Pg. Rs.100 per insertion ; Casual : 25% extra ; Less than Qr. Pg. ad. not accepted ; Colour ads. : Yellow, Red & Blue only on 4th cover in 3 colours Rs. 900 per insertion ; Any one colour 2nd cover Rs. 600 ; 3rd cover Rs. 550 per insertion.

Mech. Data Pages 96 to 104 ; Size 20 cms. x 13 cms. ; Print area 17.5 cms. x 10 cms. ; n.c. 2 ; c.l. 17.5 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1934 ; Ed. S.S. Vasan ; Ad. Mgr. N. Srinivasan ; Pubd. by Vasan Publications (Pvt.) Ltd. ; Policy : Nationalist, and ideal Home magazine & a family entertainer ; Member : IENS.

Cir. ABC (July-Dec. '64) 1,68,858.

ANDHRA SACHITRA VARA ABC
PATRIKA (Formerly ANDHRA PATRIKA ILLUSTRATED WEEKLY) ; Telugu Weekly ; Fridays ; 30P ; Add. 6 & 7 Thambu Chetty St. ; Madras-1 ; Grams : ANDHRAPATRIKA ; Phones 29766, 29767.

Ad. Rates Display upto 249 cms. Rs. 6 s.c.cm. ; Contract : 250 cms. & over Rs. 4.50 s.c.cm., (min. 5 cms.) ; Back cover 3 colours Casual : Rs. 600 per Pg. ; Contract : 6 insertions & over Rs. 525 per Pg, 2 colours Casual : Rs. 550 per Pg. ; Contract : 6 insertions & over Rs. 475 per Pg. ; Casual : 1 colour Rs. 500 per Pg. ; Contract : 6 insertions & over Rs. 425 per Pg. ; 2nd & 3rd covers 1 colour only Casual ; Rs. 480 per Pg. ; Contract for 6 insertions & over Rs. 400 per Pg.

Mech. Data Pages 64 ; Size 27 cms. x 20 cms. ; Print area 23 cms. x 16.7 cms. ; n.c. 3 ; c.l. 23 cms. ; c.w. 5.5 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1908 ; Ed. S. Radhakrishna ; Gen. Mgr. M. Cunchnitham ; Pubd. by Nageswara Rao Estates Pvt. Ltd., ; Policy : Pictorial weekly ; Member : IENS.

Cir. ABC (July-Dec. '64) 90,136.

ANNA
Tamil Weekly ; 16P ; Add. No. 36 Sun Tank Rd., Chetpur, Madras-31.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1958 ; Ed. & Pub. T.N. Ramanan ; Policy : General News Weekly.

Cir. PR 12,000 Prov.

DESAOOZHIAN
Tamil Weekly ; Saturdays : 6P ; Add. 31 S.B. Rd., Tiruchirappalli-2 (Md).

Ad. Rates Rs. 2 s.c.cm.

Mech. Data Pages 6 ; Size 38 cms. x 25 cms. ; Print area 34 cms. x 22 cms. ; n.c.4 ; c.l. 34 cms. ; c.w. 5.5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1925 ; Ed. & Pub. A.K. Murthy.

Cir. 3,100 Cc (PR 3,402 Uncertified).

JAYAKERALAM
Malayalam Weekly ; 20P ; Add. 15 Westcoast Rd., Madras-14 ; Grams : JAYAKERALAM.

Ad. Rates Rs. 1.80 s.c.cm.; F. Pg. Rs. 100, H. Pg. Rs. 55 per insertion; Last cover Rs. 125 per insertion.

Mech. Data Pages 32 ; Size 27 cms. x 21 cms. ; Print area 23.50 cms. x 18.50 cms. ; n.c. 3 ; c.l. 23.50 cms. ; c.w. 6 cms. ; Screen 65 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. & Pub. C.K. Appukutty Guptan, Policy : Independent Weekly news magazine.

Cir. 5,635 Cc (PR 4,250).

KALKANDU **ABC**
Tamil Weekly Thursdays; 13P; Add. 83 Purasawalkam High Rd., Madras-10 ; Phone 62146.

Ad. Rates Contract : (Min. 12 insertions in a year) F. Pg. Rs. 300, H. Pg. Rs. 160, Qr. Pg. Rs. 90 per insertion ; Back cover rates on application ; Casual insertions 25% extra.

Mech. Data Pages 36 ; Size 20 cms. x 13.50 cms. ; Print area 17.50 cms. x n.c. 2 ; c.l. 17.50 cms. ; c.w. 5 cms. ; Screen upto 85 ; Blocks and Stereos accepted.

Genl Inf. Estd. 1948 ; Ed. Tamilvanan ; Pub. P.V. Parthasarathy ; Policy : Nationalist, General Magazine.

Cir. ABC (July-Dec. '64) 1,21,047 (PR 93,679).

KALKI **ABC**
Tamil Weekly ; Sundays ; 30P ; Add. 20 Dr. Guruswami Mudaliar Rd., Kilpauk, Madras-10; Grams : KALKI; Phone 61034.

Ad. Rates Contract for 6 F. Pages or 12 H. Pages : F. Pg. Rs. 350, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; 2 colours (Black & 1 colour) F. Pg. Rs. 450, H. Pg. Rs. 250 per insertion ; Casual ads. 25% extra.

Mech. Data Pages 88 ; Size 22.5 cms. x 15 cms. ; Print area 20 cms. x 12.5 cms. ; n.c. 2; c.l. 20 cms. ; c.w. 6 cms. ; Screen 85 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1941 ; Mg. Ed. T. Sadasivan ; Ad. Mgr. V. Vaidvanathan ;

Publ. by The Bharathan Publications Pvt. Ltd. ; Policy : Literary & Cultural ; Member : IENS.

Cir. ABC (July—Dec. '64) 1,06,473 (PR Prov. 1,05,875).

KUMUDAM **ABC**
Tamil Weekly; Thursday; 25P; Add. 83 Purasawalkam Rd., Kilpauk, P.O. Box No. 1008; Madras-10; Grams: KUMUDAM; Phone 62149.

Tamil Weekly ; Thursdays, 25 P. Add. 83 Purasawalkam High Rd., Kilpauk, P.O. Box No. 1008, Madras-10; Grams : KUMUDAM ; Phone 62146.

Ad. Rates Contract : 6 insertions & over : F. Pg. Rs. 600, H. Pg. Rs. 330, Qr. Pg. Rs. 180 ; Less than 6 insertions: 25% extra. (Spl. rates for Special Numbers).

Mech. Data Pages 100 ; Size 20 cms. x 13.50 cms. ; Print area 17.50 cms. x 10 cms. ; n.c. 2 ; c.l. 17.50 cms. ; c.w. 5 cms. ; Screen upto 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. & Prop. S.A.P. Annamalai ; Gen. Mgr. P.V. Parthasarathy ; Policy : Nationalist, General story magazine ; Member : IENS.

Cir. ABC (July—Dec. '64) 3,04,170 (PR 2,68,074).

ADVERTISEMENT

A Statement by the Publisher

"KUMUDAM is the largest circulated Weekly Newspaper in India of any periodicity or language."

SIMMAKKURAL
Tamil Weekly ; 13P; Add. 96 North Beach Rd., Tuticorin-1 (Md.) ; Grams : PRIME ; Phone 191.

Ad. Rates JK On application.

Mech. Data On application.

Gen. Inf. Estd. 1960 ; Ed. & Pub. R.S. Thangapalam ; Ad. Mgr. Murugesan ; Policy: Nationalist.

Cir. 19,500 (PR 1,000 Prov.).

SWADESAMITRAN WEEKLY ABC
Tamil Weekly ; 30P ; Add. Victory House, 7 & 8 Mount Rd., Madras-2 ; Grams : MITRAN ; Phone 84021.

Ad. Rates Casual ; F.Pg. Rs. 180, H. Pg. Rs. 90 per insertion ; Contract : F. Pg. Rs. 150, H.Pg. Rs. 75 per insertion ; Casual : upto 250 cms. Rs. 2.75 s.c.cm. ; Contract : Rs. 2.25 s.c.cm.

Mech. Data Pages 56 ; Size 20 cms. x 28 cms. ; Print area 23 cms. x 17 cms. ; n.c. 3 ; c.l. 23 cms. ; c.w. 5.3 cms. ; Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1928 ; Ed. C.S. Narasimhan ; Ad. Mgr. K.S. Ramadurai ; Pubd. by the Swadesamitran Ltd. ; Policy : Nationalist ;

Cir. ABC (July—Dec. '64) 14,551 (PR 13,867 Prov.).

TAMIL ARASU
Tamil Weekly ; 13P ; Add. 146, Janijan Khan St., Royappetah, Madras-14 ; Phone 85579.

Ad. Rates On application.

Mech. Data Pages 8 ; Size 37.50 cms. x 25 cms. ; Print area 32.50 cms. x 20 cms. ; n.c.5 ; c.l. 32.50 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Ind. Estd. 1959 ; Ed. & Pub. Pavalar Balasundaram ; Ad. Mgr. M.K. Govindarajulu ; Policy : Social & Cultural.

Cir. 14,000 Cc (PR Not available).

TAMIL CINEMA
Tamil Weekly ; 13P ; Add. No. 1 Smith Rd., Mount Rd., Madras-2 ; Grams : CINEMA ; Phone 83506.

Ad. Rates Rs. 2.80 s.c.cm. ; Front Pg. Rs. 3.80 s.c.cm. ; Front Pg. colour ads. Rs. 6.80 s.c.cm. ; Last Pg. Rs. 6 s.c.cm.

Mech. Data Pages 6 to 8 ; Size 56 cms. x 42.5 cms. ; Print area 52.5 cms. x 40 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w.

4.75 cms. ; Screen upto 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954 ; Ed. & Pub. A. Kareem ; Mgr. V.V. Srinivasan ; Policy: Advancement of Film Industry & Art.

Cir. 22,506 Cc (PR 33,072).

THILAKAM

Tamil Weekly ; 20P ; Add. 63 Usman Rd. T. Nagar, Madras-17.

Ad. Rates F. Pg. Rs. 150 H.Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion ; Cover Pg 2nd & 3rd covers Rs. 250 each per insertion ; Back cover Rs.300 per insertion ; Contract 12 insertion & over 15% rebate.

Mech. Data Print area 17.5 cms. x 10 cms. ; n.c. 2 ; c.l. 17.5 cms. ; c.w. 5 cms. ; Screen 65 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. S. Mallikarjunan ; Policy : General magazine of interest.

Cir. PR 4,915.

VAZHA VAZHI

Tamil Weekly ; 12P ; Add. 93 Madhavaram High Road, Madras-11 ; Grams: VIZHAVAZHI.

Ad. Rates On application.

Mech. Data Pages 12 ; Size 534.5 sq. cms. ; Print area 352 sq. cms. ; n.c.2 ; c.l. 25.5 cms. ; c.w. 8.5 cms. ; Screen. 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. & Pub. K.V. Kumar ; Policy : Independent.

Cir. PR 1,000 Prov.

OTHER PERIODICITIES

English

CONSERVATIVE

English Fortnightly ; 50P ; Add. 61-D Usman Rd., Thyagaraj Nagar, Madras-17 ; Grams : CONSERVATIVE ; Phone 42107.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs.60, Qr. Pg. Rs. 30 per insertion ; 2nd & 3rd covers Rs. 150 each, 4th cover Rs. 200 per insertion.

Mech. Data Pages 65 ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 5 cms. ; Screen 80 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1960 ; Ed. K.S. Ananthanarayanan ; Policy : Independent.

Cir. Not available.

EDUCATIONAL REVIEW

English Monthly ; 50P ; Add. 16 Sun-kuwar St., Triplicane, Madras-5.

Ad. Rates F. Pg. Rs. 25, H. Pg. Rs. 15, Qr. Pg. Rs. 10 per insertion ; 2nd & 3rd covers Rs. 30 each, 4th cover Rs. 40.

Mech. Data Pages 24 ; Size 24.5 cms. x 18.2 cms. ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 65 ; Blocks accepted.

Gen. Inf. Estd. 1895 ; Ed. A. N. Parasuram ; Pub. M. R. Sampatkumaran.

Cir. PR 652.

INDIAN REVIEW

English Monthly ; Re. 1 (Annual Subs. Rs. 8) ; Add. Mylapore, Madras-4 ; (Office 11/B Nageswarapuram, Mylapore, Madras) ; Grams : INDIAN REVIEW ; Phone 71126.

Ad. Rates On application.

Mech. Data Pages 60 ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7.5 cms. ; Screen 60 to 80 ; Mounted Blocks accepted.

Gen. Inf. Estd. 1900 ; Ed. Manian Natesan ; Ad. Mgr. C. Natesan ; Pubd. by G. A. Natesan & Co. ; Policy : Literary & Independent.

Cir. 5,000 Cc (PR Not available).

NEW ADMINISTRATOR

English Monthly ; Re. 1 ; Add. Raja Ram Mehta Nagar, Madras-29 (Md.).

Ad. Rates F. Pg. Rs. 50 ; H. Pg. Rs. 30, Qr. Pg. Rs. 20 per insertion.

Mech. Data Pages 48 ; Size 24 cms. x 16 cms. ; Print area 20 cms. x 12 cms. ; n.c. 1 ; c.l. 20 cms. ; c.w. 12 cms. ; Screen 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. Thomas K. George ; Policy : Assisting Governments in promoting efficiency.

Cir. 1,000 Cc (PR 771).

PICTURPOST

English Monthly ; 75P ; Add. 54 Sir Thyagaraja Rd., T. Nagar, Madras-17 ; 20C Rajabather Mudali St., T. Nagar, Madras-17 ; Grams : PESUMPADAM ; Phone 41257.

Ad. Rates Ord. F. Pg. Rs. 200 ; H. Pg. Rs. 100, Qr. Pg. Rs. 55 per insertion ; Spl. pos. Opening Pg. 50% extra ; Wrapper inside Rs. 300 ; Tricolour pos. front wrapper Rs. 1,000 Last wrapper Rs. 750, Inside pos. Rs. 600.

Mech. Data Pages 128 ; Size 19 cms. x 12.5 cms. ; Print area 15.3 cms. x 9.5 cms. ; n.c. 2 ; c.l. 15.3 cms. ; c.w. 4.5 cms. ; Screen 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1943 ; Ed. & Pub. T. V. Ramanath ; Ad. Mgr. D. Srinivasan ; Policy : Film news.

Cir. 56,500 Cc (PR 42,406).

SHORT STORY MAGAZINE OF INDIA

English Monthly ; 60P ; Add. 140 Big St., Triplicane, Madras-5.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1963 ; Ed. & Pub. V. B. Narasimhan ; Policy : Fiction.

Cir. PR 1,800.

SOUTH INDIAN TEACHER

English Monthly ; Add. Union Raja, Annamalaipuram, Madras-28 ; Phone 71973.

Ad. Rates Casual : F. Pg. Rs. 60 ; H. Pg. Rs. 30, Qr. Pg. Rs. 17.50 per insertion ; Contract : F. Pg. Rs. 50, H. Pg. Rs. 27.50, Qr. Pg. Rs. 15 per insertion.

Mech. Data Pages 28 ; Size 24 cms. x 17 cms. ; Print area 20 cms. x 13 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 6 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1928 ; Ed. A. K. Sitaraman ; Ad. Mgr. C. R. Aiyengar ; Pubd. by the South Indian Teachers Union ; Policy : Promoting Education (Official Organ of S.I.T.U., Madras-28).

Cir. 1,175 Cc (PR Not available).

Language

AMUDA SURABHI

Tamil Monthly ; 60P ; Add. 107 Arcot Rd., Madras-24.

Ad. Rates Ord. pos. Casual : F. Pg. Rs. 150, H. Pg. Rs. 75 per insertion ; Contract : 6 insertions & over F. Pg. Rs. 120, H. Pg. Rs. 60 per insertion ; Cover Pg. rate on request.

Mech. Data Pages 100 ; Size 23.75 cms. x 16.25 cms. ; Print area 20 cms. x 12.50 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 6.5 cms. ; Screen 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. & Gen. Mgr. S. Vembu ; Ad. Mgr. Y. Lakshminarayanan ; Pub. P. S. Swaminathan ; Policy : Cultural & family magazine.

Cir. 21,000 Cc (PR Not available).

ANANDA BODHINI

Tamil Monthly ; Add. No. 6 Lawyer Chinnathamb Mudali St., G.T., Madras-1 ; Phone 33005.

Ad. Rates F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 64 ; Print area 17.5 cms. x 10 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1914 ; Ed. & Pub. N. Munuswamy Mudaliar ; Ad. Mgr. N. M. Srinivasan.

Cir. Not available.

BALAMITRA

Telugu & Kannada Monthly ; 60P ; Add. 16 Sunkurama Chetty St., Madras ; Phone 24415.

Ad. Rates Telugu edn. : F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion ; Back cover Pg. Rs. 150 per insertion ; Contract Kannada or Telugu edn. : F. Pg. Rs. 85, H. Pg. Rs. 45, Qr. Pg.

Rs. 25 ; Back cover Rs. 120 per insertion ; Combined rates for Telugu & Kannada edns. Casual : F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion ; Contract : F. Pg. Rs. 120, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion ; Back cover Casual : Rs. 220 ; Contract Rs. 175 per insertion.

Mech. Data Pages 80 ; Size 21.50 cms. x 16.50 cms. ; Print area 18 cms. x 12.50 cms. ; n.c. 2 ; c.l. 18 cms. ; c.w. 6.50 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. & Pub. B. V. Radhakrishna ; Ad. Mgr. V. Srinivasian ; Policy : Uplift of children's education, family magazine.

Cir. Telugu edn. 27,100 Cc (PR 17,291) ; Kannada edn. 16,000 Cc (PR 6,874).

CHANDAMAMA

Monthly Pubd. in 6 languages : Hindi, Gujarati, Telugu, Kannada, Tamil (AMBULIMAMA), Marathi (CHANDABA) ; 60P ; (yearly subs. Rs. 7.20, (any language) ; Add. 2 & 3 Arcot Rd., Vadapalani, Madras-26 ; Grams : CHANDAMAMA ; Phone 41851.

Ad. Rates Hindi edn. : Casual F. Pg. 1 to 5 insertions Rs. 300, H. Pg. 1 to 5 insertions Rs. 155 per insertion ; Contract : F. Pg. 6 insertions & over Rs. 275, H. Pg. 6 insertions & over Rs. 150 per insertion ; Gujarati edn. : Casual F. Pg. 1 to 5 insertions Rs. 120, H. Pg. 1 to 5 insertions Rs. 65 per insertion ; Contract : F. Pg. 6 insertions & over Rs. 100, H. Pg. 6 insertions & over Rs. 55 per insertion ; Telugu edn. : Casual : F. Pg. 1 to 5 insertions Rs. 200, H. Pg. 1 to 5 insertions Rs. 105 per insertion ; Contract : F. Pg. 6 insertions & over Rs. 175, H. Pg. 6 insertions & over Rs. 90 per insertion ; Kannada edn. : Casual : F. Pg. 1 to 5 insertions Rs. 175, H. Pg. 1 to 5 insertions Rs. 90 per insertion ; Contract : F. Pg. 6 insertions & over Rs. 150, H. Pg. 6 insertions & over Rs. 80 per insertion ; Tamil (Ambulimama) edn. : Casual : F. Pg. 1 to 5 insertions Rs. 120, H. Pg. 1 to 5 insertions Rs. 65 per insertion ; Contract F. Pg. 6 insertions & over Rs. 100 ; H. Pg. 6 insertions & over Rs. 55 per insertion ; Marathi (Chandoba) edn. : Casual : F. Pg. 1 to 5 insertions Rs. 225, H. Pg. 1 to 5 insertions Rs. 115 per insertion ;

Contract : F. Pg. 6 insertions and over Rs. 200, H. Pg. 6 insertions and over Rs. 105 per insertion ; Ads. of less than H. Pg. are not acceptable.

Mech. Data Pages 86 ; Size 21 cms. x 17 cms. ; Print area 17.5 cms. x 12.5 cms. ; n.c. 2 ; c.l. 17.5 cms. ; c.w. 6 cms. ; Screen 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. Hindi 1949, Gujarati 1954, Telugu 1947, Kannada 1948, Tamil 1947 & Marathi 1952 ; Ed. Chakrapani ; Gen. Mgr. B. S. Ramarao ; Ad. Mgr. B. J. Rao ; Pub. B. V. Reddy ; Policy : Children's magazine.

Cir. Hindi edn. : 79,000 (PR 72,913), Gujarati edn. : 16,000 (PR 10,132), Telugu edn. : 44,000 (PR 40,153 Prov.), Kannada edn. : 34,000 (PR 29,936), Tamil edn. : 28,000 (PR 21,751), Marathi edn. : 53,000 (PR 49,917).

CHITRAGUPTA

Telugu Fortnightly ; 20P ; Add. No. 6 Lawyer Chinnathambi Mudali St., G.T. Madras-1 ; Phone 33005.

✓ Rates On application.

Mech. Data Pages 24 ; Print area 22.5 cms. x 12.5 cms. ; n.c. 3 ; c.l. 22.5 cms. ; c.w. 4 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937 ; Ed. & Pub. N. Munuswamy Mudaliar.

Cir. Not available.

CINEMA DIARY

Tamil Annual ; Rs. 4 ; Add. 20 Kullukaran St., Madras-4 ; Phone 73428.

Ad. Rates Inside : F. Pg. Rs. 150, H. Pg. 80 per insertion ; Covers : Front Pg. Rs. 500, Back Pg. Rs. 450, 2nd cover Rs. 300 and 3rd cover Rs. 250.

Mech. Data Pages 450 ; Size 19 cms. x 12.5 cms. ; Print area 15 cms. x 10 cms. ; Screen 85 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. J. R. S. Sharma ; Pubd. by Sudarsan Publications ;

Policy : Information about Film Industry.

Cir. Not available.

CINEMA RANGAM

Telugu Monthly ; 60P ; Add. 65/5 Arcot Rd., Madras-24 ; Grams : PESUM-PADAM ; Phone 41728.

Ad. Rates F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion ; Opening Pg. 50% extra ; Front wrapper tri-colour for picture ads. only Rs. 400, Last wrapper for picture ads. only Rs. 300 per insertion ; Inside colour pos. Rs. 400 per insertion.

Mech. Data Pages 100 ; Size 18.5 cms. x 12.5 cms. ; Print area 15 cms. x 9.5 cms. ; n.c. 2 ; c.l. 15 cms. ; c.w. 4.5 cms. ; Screen 85 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. T. V. Ramanath ; Ad. Mgr. M. S. Basu ; Policy : Devoted to films.

Cir. ABC (Jan.-June '64) 14,026 Cc (PR 12,000 Prov.).

CINEMA STAR

Tamil Fortnightly ; 10P ; Add. 13 Saurashtra Nagar, 2nd St., Madras-24.

Ad. Rates Rs. 2.80 s.c.cm.

Mech. Data Pages 4 ; Size 50 cms. x 38 cms. ; Print area 45 cms. x 35 cms. ; n.c. 7 ; c.l. 45 cms. ; c.w. 4.87 cms. ; Screen 65 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955 ; Ed. & Pub. D. Ethirajan (Rajan) ; Ad. Mgr. Mohan ; Policy : Cine news & Politics.

Cir. 15,000 Cc (PR 14,990).

CINEMA TIMES

Tamil Fortnightly ; 50P ; Add. 153 Dr. Natesan Rd., Madras-5.

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1956 ; Ed. (Mrs.) M. Subhadra ; Policy : Devoted to Films.

Cir. PR 14,000 Prov.

GUNDOOSI

Tamil Monthly ; 75 P ; Add. No. 6
Conransmith Rd., Gopalapuram, Mad-
ras-6 ; Grams : GUNDOOSI ; Phone
85947.

Ad. Rates F. Pg. Rs. 120, H. Pg. Rs. 65,
per insertion ; Opening Pg. Rs. 150 per
insertion ; Front cover (3 colours)
Rs. 450, Last cover (3 colours) Rs. 300,
2nd or 3rd cover (1 colour) Rs. 200 per
insertion.

Mech. Data Pages 122 ; Size 19.25 cms. x
13.5 cms. ; Print area 16.5 cms. x 11.5
cms. ; n.c. 2 ; c.l. 16.5 cms. ; c.w. 5.5
cms. ; Screen 85 ; Blocks accepted.

Gen. Inf. Estd. 1947 ; Ed. & Pub. K.
Radhakrishnan.

Cir. 18,000 Cc (PR 6.500 Prov.).

HINDI PRACHAR SAMACHAR

Hindi Monthly ; 50P ; Add. D. B. Hindi
Prachar Sabha, 12 Thanikachalam Che-
tty St., Madras-17 ; Grams : DAK-
SHIN ; Phones 41824, 41825 & 41826.

Ad. Rates On application.

Mech. Data Pages 100 ; Size 21.6 cms. x
14 cms. ; Print area 17.8 cms. x 10.6
cms. ; n.c. 1 ; c.l. 17.8 cms. ; c.w.
10.6 cms. ; Screen (inside) 65 & (cover)
100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939 ; Gen. Ed. & Ad.
Mgr. S. R. Sarangapani ; Pubd. by D. B.
Hindi Prachar Sabha ; Policy : Spread of
Hindi.

Cir. 6,417 Cc (PR 6,398).

KALAIMAGAL

Tamil Monthly ; 60P ; Add. 55/56 Mun-
dakkanni Amman Koil St., P.O. Box
No. 604, Mylapore, Madras-4 ; Grams :
EMELJE ; Phones 76011 & 76012.

Ad. Rates Casual : F. Pg. Rs. 250,
H. Pg. Rs. 150 per insertion ; Contract :
6 insertions & over F. Pg. Rs. 200,
H. Pg. Rs. 125 per insertion ; Back
cover Pg. Rs. 500 ; Inside front cover
Rs. 400 ; Inside back cover Rs. 350 per
insertion ; Ads. less than H. Pg. not
accepted.

Mech. Data Pages 112 ; Size 24.75 cms. x
16.5 cms. ; Print area 21.50 cms. x

14 cms. ; n.c. 2 ; c.l. 21.50 cms. ; c.w.
6.5 cms. ; Screen 65 ; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1932 ; Ed. N. Ramarat-
nam ; Mg. Ed. K. V. Jagannatham ;
Ad. Mgr. G. C. Subrahmanyam ; Policy :
Non-Political, general family magazine ;
Member : IENS.

Cir. (ABC (Jan.-June '64) 37,764 (PR
38,196).

KANNAN

Tamil Fortnightly ; 20P ; Add. 55/56
Mundakakanni Amman Koil St., Myla-
pore, Madras-4 ; Grams : EMELJE ;
Phones 76011 & 76012.

Ad. Rates Casual : F. Pg. Rs. 125, H.
Pg. Rs. 75 per insertion ; Contract for
6 Pgs. and over F. Pg. Rs. 100, H. Pg.
Rs. 60 per insertion.

Mech. Data Pages 40 ; Size 21 cms. x
13.76 cms. ; Print area 17.5 cms. x 10
cms. ; n.c. 2 ; c.w. 5 cms. ; Screen 65 ;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. & Pub. B.
Ramarathnam ; Assoc. Ed. R. Venkata-
raman ; Ad. Mgr. C. G. Subramaniam ;
Policy : Children's magazine.

Cir. ABC (Jan.-June '64) 13,963. (PA
14,031).

KATHAL

Tamil Monthly ; 50P ; Add. 106A
Arcot Rd., Madras-24 ; Phone 41355.

Ad. Rates F. Pg. Rs. 100, H. Pg. & Qr.
Pgs. pro rata.

Mech. Data Pages 80 ; Size 14 cms. x
21 cms. ; Print area 11 cms. x 18 cms. ;
n.c. 2 ; c.l. 18 cms. ; c.w. 5.5 cms. ;
Screen 85 ; Blocks and Stereos accep-
ted.

Gen. Inf. Estd. 1947 ; Ed. & Pub.
A. R. U. Ramathan ; Gen. Mgr.
C. T. Meiyappan ; Policy : Society
magazine.

Cir. 16,000 Cc (PR 7,437).

MALA

Tamil Monthly ; 30P ; Add. 1-G, Dr.
C. P. Ramaswami Iyer Rd., Alwar
Peth, Madras-18 ; Phone 72798.

Ad. Rates Casual : F. Pg. Rs. 100 ; H. Pg. Rs. 60 per insertion ; Contract : 6 insertions & over F. Pg. Rs. 90, H. Pg. Rs. 50 per insertion ; Other details on application.

Mech. Data Pages 88 ; Print area 19 cms. x 10 cms. ; n.c. 2 ; c.l. 19 cms. ; c.w. 5 cms. ; Screen 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951 ; Ed. & Pub. S. S. Sharma ; Policy : Cultural magazine.

Cir. 8,500 Cc (PR 5,791).

MANJARI ABC
Tamil Digest Monthly ; 50P ; Add. 55/56 Mundakakanni Amman Koil St., P.O.Box No. 604, Mylapore, Madras-4 ; Grams : EMELJE ; Phones 76011 & 76012.

Ad. Rates Casual : F. Pg. Rs. 150, H. Pg. Rs. 80, per insertion ; Contract for 6 Pgs. and over F. Pg. Rs. 125, H. Pg. Rs. 65 per insertion.

Mech. Data Pages 96 ; Size 21 cms. x 13.7 cms. ; Print area 17.5 cms. x 10 cms. ; n.c. 2 ; c.l. 17.5 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947 ; Ed. & Pub. N. Ramaratnam ; Mg. Ed. T. J. Ranganathan ; Ad. Mgr. C. G. Subramanian ; Policy : General Tamil Digest. Non-political.

Cir. ABC (Jan-June '64) 18,454 (PR 17,171).

NADODI
Tamil Monthly ; 50P ; Add. 42, 2nd Main Rd., Kasturba Nagar, Adyar, Madras-20 ; Grams : NADODI ; Phone 72446.

Ad. Rates F. Pg. Rs. 150 ; One col. Rs. 50 per insertion.

Mech. Data Pages 56 ; Size 22.5 cms. x 17.5 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 4.8 cms. ; Screen 60 to 85 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. M. Venkataraman (Nadodi) ; Pubd. by Kamadhenu Publication.

Cir. PR 1,966.

NARADAR

Tamil Fortnightly ; 20P ; Add. Vasantha Mahal, 192 Sir Habibullah Rd., T. Nagar, Madras-17 ; Grams : NARADAR ; Phone 81728.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion ; Spl. issues Rs. 200 per pg. (4 spl. issues in a year) ; Casual ; (5.5 cms.) Rs. 2 s.c.cm.

Mech. Data Pages 36 ; Size 26.5 cms. x 21.5 cms. ; Print area 22.5 cms. x 17 cms. ; n.c. 2 & 3 ; c.l. 22.5 cms. ; c.w. 5.5 cms. & 8.5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933 ; discontinued in 1956 ; re-started in 1959 ; Ed. & Pub. T. Srinivasa Rao ; Ad. Mgr. T. S. Rao.

Cir. 9,000 Cc (PR Not available).

PESUM PADAM

ABC
Tamil Monthly ; 75P ; Add. 65/5 Arcot Rd., Kodambakkam, Madras-24 ; Grams : PESUMPADAM ; Phone 41728.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion ; Spl. pos. : Opening Pgs. 50% extra ; Wrapper inside Rs. 200 ; Tricolour pos. Front wrapper (for picture ads. only) Rs. 750 ; Last wrapper (for picture ads. only) Rs. 650 ; Inside pos. Rs. 600.

Mech. Data Pages 128 ; Size 18 cms. x 12.5 cms. ; Print area 15 cms. x 9.5 cms. ; n.c. 2 ; c.l. 15 cms. ; c.w. 4.5 cms. ; Screen 85 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942 ; Ed. & Pub. T. V. Ramanath ; Ad. Mgr. M. S. Basu ; Policy : Film Production news ; Member : IENS.

Cir. ABC (Jan-June '64) 64,068 (PR 65,749).

PRACHANDA VIKATAN

Tamil Fortnightly ; 20P. ; Add. No. 6 Lawyer Chinnathambi Mudali St., G.T. Madras-1 ; Phone 33005.

Ad. Rates on application.

Mech. Data Pages 48 ; Print area 20 cms. x 15 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w.

6.5 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1932 ; Ed. N. Munuswamy Mudaliar.

Cir. Not Available.

PUTHUMAI

Tamil Monthly ; 1st of every month ; 25P ; Add. 101 Purasawalkam High Rd., Madras-10 ; Grams : PUTHUMAI ; Phone 62501.

Ad. Rates Ord. pos. : F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 30 per insertion ; Casual : Rs. 4 s.c.cm. ; Cover Pages : 2nd & 3rd covers Rs. 150 per insertion each, 4th cover Rs. 250 per insertion.

Mech. Data Size 19.75 cms. x 13.25 cms. ; Print area 17.5 cms. x 12.5 cms. ; n.c. 2 ; c.l. 17.5 cms. ; c.w. 6.5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. K. T. Kosalram ; C/r. 10.000 Cc (PR 9,354).

Ad. Mgr. Chindambaran ; Policy : Promotion of National Integration.

Cir. PR 36,287.

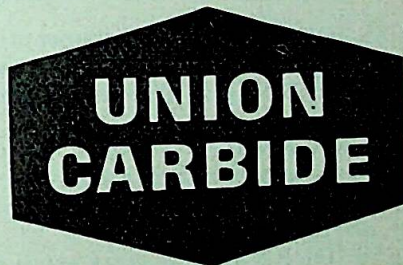
RUPAVANI

Telugu Monthly ; 50P. ; Add. 16 Sunkurama Chetty St., Madras-1 ; Phone 21503.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion ; Back cover Pg. Rs. 150 ; Contract : F. Pg. Rs. 85, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion ; Back cover Pg. Rs. 125.

Mech. Data Size 24 cms. x 19 cms. ; Print area 20.25 cms. x 15 cms. ; n.c. 2 ; c.l. 20.25 cms. ; c.w. 6.75 cms. ; Screen 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1938 ; Ed. P. Managayamma ; Ad. Mgr. P. Krishnaveni ; Policy : Devoted to films & fine arts.



sowing the seeds of progress

UNION CARBIDE PRODUCTS FOR INDIA'S HOMES, INDUSTRIES, AGRICULTURE : EVEREADY Torch Batteries, Torches, Torch Bulbs, Radio Batteries, Transistor Batteries, Photoflash Batteries, Hearing-Aid Batteries, Dry Cells, Telephone Cells, Railroad & Industrial Cells, Mantles, NATIONAL Arc Carbons.

UNION CARIDE Polyethylene Resins, Polyethylene Film, Polyethylene Pipe, Plastics, Chemicals, Acetic Acid, Butyl Alcohol, Butyl Acetate, Ethyl Acetate, Agricultural Chemicals, Zinc Addressograph Strips, EMMO Photo-engravers' Plates, UNION CARIDE Carbon and Graphite products, Welding and Cutting Equipment.

JWTUG 2498



Discriminating people *Always ask for* **FREE PRESS JOURNAL**

And more people read **FREE PRESS JOURNAL**

Because.....

1. FREE PRESS JOURNAL is a newspaper without bias
2. FREE PRESS JOURNAL carries all the news that is fit to print
3. FREE PRESS JOURNAL is free from fear, prejudice and pressure
4. FREE PRESS JOURNAL is designed to meet the needs of the common man and is priced to suit his pocket
5. FREE PRESS JOURNAL places service of the people and the country above profit
6. FREE PRESS JOURNAL is in every sense a FORUM of the people. Any one who has a point of view to convey or a grievance to ventilate finds FREE PRESS JOURNAL an effective medium

All this makes FREE PRESS JOURNAL truly the PEOPLE'S PAPER
THE FREE PRESS JOURNAL is the Newspaper with decades of service behind it.

Other Publications in the Group :

1. *FREE PRESS BULLETIN* (Your evening daily)
2. *THE BHARAT JYOTI* (Your complete Sunday Paper)
3. *NAVSHAKTI*—The Marathi Daily which reaches most homes
4. *JANSHAKTI*—The Gujarati daily newspaper which people find a best friend

Proprietors: The Indian National Press (Bombay)
Private Limited,

Journal Buildings, Dalal Street,
Bombay-1

Grams: Frejournal

Phones 255191 (5 lines)

Maharashtra

DAILY NEWS PAPERS

English

ECONOMIC TIMES

ABC

English Morning; 20P; Add. Times of India Bldg., Dadabhai Naoroji Rd., Bombay-1 (Mh.); Grams : INDIANA; Pnone 268271:

Ad. Rates Casual: upto 499 cms. Rs. 9 s.c.cm.; Contract 500 cms. and over Rs. 8 s.c.cm.; Public Notices Rs. 10 s.c.cm.; Financial ads. such as Prospectuses etc. Rs. 12 s.c.cm.; Entertainment ads. Rs. 6 s.c.cm.; Front Pg. (min. 15 cms.x 2 cols. max. 20 cms. x 3 cols.) 50% extra; Top of col. 25% extra.

Mech. Data Pages 8 to 12; Size 60 cms. x 40.25 cms.; Print area 56.25 cms. x 38.7 cms.; n.c. 8; c.l. 56.25 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1961; Ed. P.S. Hariharan; Ad. Mgr. T.S. Ramnath; Pubd. by Bennett Coleman & Co. Ltd.; Policy: Supporting Trade, Financial Business and Industry; Member: IENS.

Cir. ABC (July-Dec. '64) 10,985 (PR 11,789).

EVENING NEWS OF INDIA

ABC

English Evening; Except Sundays; 10P; Add. Dadabhai Naoroji Rd., Bombay-1 (Mh.); Grams : INDIANA; Phone : 268271.

Ad. Rates Ord. pos. upto 499 cms. Rs. 3.25 s.c.cm.; Contract 500 cms. & over Rs. 2.50 s.c.cm.; Next to reading matter upto 499 cms. Rs. 4 s.c.cm.; Contract : 500 cms. & over 3.25 s.c.cm.; Solus pos.: (min. 13 cms. x 2 cols., max. 15 cms. x 2

cols.); Front or leader Pgs. next to reading matter rate plus 50% extra; Company Prospectuses & Public Notices Rs. 5 s.c.cm. for 1st insertion; Rs. 4 s.c.cm. for 2nd and subsequent insertions; Top of Pg. Guaranteed or other spl. pos. 25% extra.

Mech. Data Pages 8 to 12; Print area 37.50 cms.x 23.75 cms.; n.c.5; c.l. 37.50 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1923; Ed. N.J. Nanporia; Ad. Mgr. T.S. Ramnath; Pubd. by Bennett Coleman & Co. Ltd.; Member: IENS

Cir. ABC (July-Dec. '64) 12,654 (PR 10,960).

FINANCIAL EXPRESS

ABC

English Morning; 20P; Add. Newspaper House, Sassoon Dock, Colaba, Bombay-5 (Mp.); Grams : FINEPRESS; Phones 212881 — 87.

Ad. Rates Display Casual : 3 cms. to 250 cms. Rs. 7.20 s.c.cm.; Contract 251 cms. & over Rs. 6 s.c.cm.; Public Notices Rs. 8.40 s.c.cm.; Financial ads. such as Prospectuses, Company reports, Chairman's speeches etc. Rs. 10.40 s.c.cm.; Spl. pos.: Front Pg. solus pos. (min. 15 cms. x 2 cols., max. 25 cms. x 4 cols.) 100% extra; Top of col. 25% extra; Any other specified Pg. 25% extra.

Mech. Data Pages 8; Size 62.5 cms. x 42.5 cms.; Print area 55 cms. 37.5 cms.; n.c. 8; c.l. 55 cms.; c.w. 4.81 cms.; Screen 60; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1961; Ed. G.M. Laud, Ad. Mgr. C.A. Narayan; Pubd. By Indian Express Newspapers Ltd.; Member: IENS & AINEC.

Cir. ABC (July-Dec. '64) 9,452 (PR 10,872).

FREE PRESS BULLETIN ABC
English Evening ; Except Sundays ; 7P ;
Add. 21 Dalal St., Fort, Bombay-1
(Mh.) ; Grams : FREJOURNAL ;
Phone 255191.

Ad. Rates Display ads. upto 250 cms.
Rs. 4 s.c.cm. ; Contract 251 cms & over
Rs. 3 s.c.cm. ; Entertainment ads. Rs. 3
s.c.cm. ; Contract : Front Pg. panels :
26 panels Rs. 15, 52 panels & over Rs. 12
per panel ; Spl. pos. : Front Pg. solus
100% extra ; Front Pg. semi-solus 50%
extra ; Other guaranteed pos. 25% extra ;
Public & Legal Notices, Company
Notices & Prospectuses Rs. 5 s.c.cm.

Mech. Data Pages 8 ; Size 42.5 cms. x
28.5 cms. ; Print area 38 cms. x 23.75
cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 4.75 cms.
Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Mg. Ed. A.B. Nair ; Ad.
Mgrs. Publicity Society of India Ltd. ;
Pubd. by The Indian National Press Pvt.
Ltd., Policy: Independent Nationalist ;
Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 17,270 (PR
18,154).

FREE PRESS JOURNAL ABC
English Morning ; 8P ; Sunday edn. known
as BHARAT JYOTI 15P ; 21 Dalal St.,
Fort, Bombay-1. (Mh.) ; Grams :
FREJOURNAL : Phone 255191.

Ad. Rates Display Casual : Rs. 9 s.c.cm. ;
Contract : 250 cms. & over Rs. 8 s.c.
cm. ; Entertainment Rs. 8 s.c.cm. ; Spl.
pos. Front pg. 50% extra ; Contract :
Front Pg. panels : 26 panels Rs. 42,
52 panels Rs. 36 per panel ; Public &
Legal Notices, Company Meetings &
Prospectuses etc. Rs. 10 s.c.cm.

Mech. Data Pages 8 ; Size 58.5 cms. x
42.5 cms. ; Print area 53 cms. x 38 cms. ;
n.c. 8 ; c.l. 52 cms. ; c.w. 4.75 cms. ;
Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1930 ; Ed. A.B. Nair ;
Ad. Mgrs. Publicity Society of India
Ltd., Pubd. by The Indian National
Press Pvt. Ltd. ; Policy : Independent
Nationalist ; Member : IENS &
AINEC.

Cir. ABC (July-Dec. '64) 80,379 (PR
86,453).

HITAVADA ABC
English Morning ; Pubd. simultaneously
from Nagpur & Bopal ; 10P ; (Weekdays)
13P ; (Sundays). Add. Wardha Rd.,
Nagpur (Mh.) ; Grams : HITAVADA ;
Phone 2066.

Ad. Rates Combined Nagpur & Bhopal
ends. ; 1 to 125 cms. Rs. 4.40 s.c.cm. ;
Contract : 126 cms. & over Rs. 3.60
s.c.cm. ; Public Notices & other Classi-
fied ads. Rs. 5.60 s.c.cm. ; Rates for
panel ads. & spl. pos. etc. on applica-
tion.

Mech. Data Pages (weekdays) 6, (Sun-
days) 10 ; Size 55 cms. x 45 cms. ; Print
area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 50
cms. ; c.w. 4.85 cms. ; Screen 60 to 70 ;
Mats and Stereos accepted.

Gen. Inf. Estd. : 1911 Chief Ed. A.D.
Mani ; Gen. & Ad. Mgr. A. Subra-
maniam ; Pubd. by The Servants of
India Society, Poona ; Member : IENS.

Cir. ABC (July-Dec. '64) 13,988 (PR
9,438).

INDIAN EXPRESS ABC
English Morning ; Sunday edn. known as
SUNDAY STANDARD : Pubd. simul-
taneously from Bombay, Delhi, Madras,
Madurai, Vijayawada & Chittoor ;
(weekdays) 10P ; (Sundays) 20P ; Add.
Newspaper House, Sassoon Dock, Cola-
ba, Bombay-5 (Mh.) ; Grams : STAND-
ANA ; Phones 212881-87.

Ad. Rates Bombay Edn. Display ads. ord.
pos. : upto 250 cms. Rs. 9.50 s.c.cm. ;
Contract 250 cms. & over Rs. 8.25
s.c.cm. ; Front Pg. (min. 40 cms., max.
100 cms.) 50% extra ; Front Pg. solus
pos. : 100% extra ; Other spl. pos. :
Solus pos. 75% extra & Guaranteed
pos. 25% extra ; Company Prospectus-
es & Announcements Rs. 13 s.c.cm. ;
Reports & Notices of Company Meet-
ings, Balace Sheets & other Financial
& Election Notices and Manifestoes
Rs. 12 s.c.cm. ; Legal Notices, Loss of
Policy, Personal, Tenders, Public Auc-
tion & other Public Notices Rs. 11
s.c.cm. ; Colour ad. rates & details on
application ; ads. in languages other
than English 100% extra ; Delhi Edn. :
Upto 249 cms. Rs. 6 s.c.cm. ;
Contract 250 cms. & over Rs. 5 s.c.cm.
(for other detailed rates see Indian
Express Delhi ; Southern edns. (Madurai
Vijayawada and Chittoor) Upto 249

cms. Rs. 13.50 s.c.cm. ; Contract 250 cms. & over Rs. 12 s.c.cm. (for detailed rates see Indian Express Southern edns. under Madras State).

Mech. Data Pages 10 ; Size 57 cms. x 42 cms. ; Print area 53 cms. x 40 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1940 ; Ed.-in-Chief Frank Moraes ; Gen. Mgr. T.S. Krishnan ; Ad. Mgr. C.A. Narayan ; Pubd. by Indian Express Newspapers Ltd., Policy: Independent Nationalist ; Member : IENS, & AINEC.

Cir. ABC (July-Dec. '64) Bombay edn. 93,401 ; Delhi edn. : 60,643, Southern edns. : 1,54,402 ; (PR Bombay edn. 75,302 ; Delhi edn. 57,734 ; Southern edns. 1,61,913).

NAGPUR TIMES ABC
English Morning ; (Weekdays) 10P ; (Sundays) 13 P ; Add. 37 Farmland, Ramdas Peth, Nagpur (Mh.) ; Grams : TIMES ; Phone 2035.

Ad. Rates Commercial display ads. Casual Rs. 3 s.c.cm. ; Contract 150 cms. & over Rs. 2.50 s.c.cm. ; Legal, Public Notices, Prospectuses, Company Reports Balance Sheets & other announcements Rs. 3.50 s.c.cm. ; Ear Panels Casual ; 1 to 26 panels Rs. 15, 27 to 51 panels 12.50 , 52 panels and over Rs. 10 per panel ; Spl. pos. rates on application.

Mech. Data Pages (weekdays) 6, (Sundays) 10 ; Size 56 cms. x 41.50 cms. ; Print area 51.5 cms. x 39 cms. ; n.c. 8 ; c.l. 51.5 cms. ; c.w. 4.87 cms. ; Screen below 86 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1933 ; Actg. Ed. S.B. Bedarkar ; Gen. Mgr. & Mg. Ed. A.G. Sheorey ; Pubd. by Nava Samaj Ltd. ; Policy : Independent Nationalist ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 8,945 (PR 8,142).

ADVERTISEMENT

A Statement by the Publisher

Established in 1933, Nagpur Times is the dominant *Central Region* newspaper with the highest net sales (A.B.C. 9165

for December '64), the highest readership, and the greatest volume of advertising—both display and classified. Its circulation has gone up by more than 60% in the last five years and is still rising. It is a Trust managed Independent newspaper giving full service of national, international and local news. It is a regional newspaper which has shown remarkable vitality and drive in vigorous editorial and sales promotion and enjoys full trust and respect of its readers for its sincerity of purpose and passion for public causes.

POONA DAILY NEWS

English Morning ; 7P ; Add. 303 Narayan Peth, Poona-2 (Mh.).

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract : 200 cms. to 300 cms. ; Rs. 1.80 s.c.cm. ; 301 cms. & over Rs. 1.50 s.c.cm. ; Legal & other Public Notices Rs. 2 s.c.cm., Front Pg. 50% extra ; Front Pg. panels Casual Rs. 10 ; Contract Rs. 8 per insertion.

Mech. Data Pages 4 ; Print area 45 cms. x 30 cms. ; n.c. 6 ; c.l. 45 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

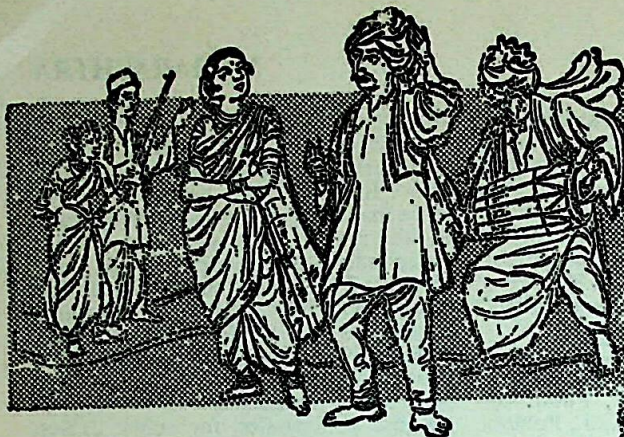
Gen. Inf. Estd. 1950 ; Ed. & Pub. C.H. Gandhi ; Policy : Independent.

Cir. 5,000 Cc (PR 1,863).

TIMES OF INDIA

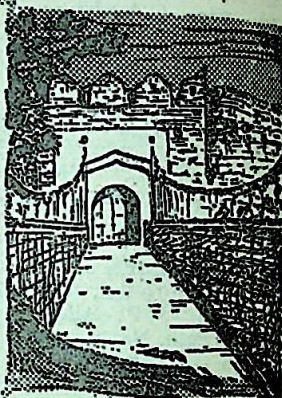
ABC
English Morning ; Pubd. simultaneously from Bombay & Delhi ; 16P ; Add. Dadabhai Naoroji Rd., Bombay-1 (Mh.) ; Grams : INDIANA ; Phone 268271 ; Delhi, 10 Daryaganj.

Ad. Rates Bombay & Delhi combined edns. Ord. pos. : upto 499 cms. Rs. 19.50 s.c.cm. ; Contract 500 cms. & over Rs. 17 s.c.cm. ; Shipping Pg. upto 499 cms. Rs. 20.50 s.c.cm. ; Contract : 500 cms. & over Rs. 18 s.c.cm. ; Company Prospectuses & Reports and Financial ads. Rs. 24 s.c.cm. ; Govt., State & Municipal Announcements, Legal & Public Notices, Tender etc. Rs. 20.50 s.c.cm. for 1st insertion & Rs. 20 for 2nd & subsequent insertions provided matter is identical and no. of insertions ordered simultaneously ; Business ads. other than the above on back Pg. upto



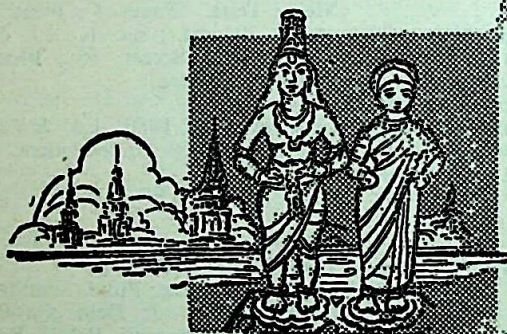
Tamasha—the most popular folk art of Maharashtra

The historical Ahmednagar Fort, where national leaders, including the Prime Minister, Shri Nehru, were incarcerated in 1942



MAHARASHTRA

celebrated in Song and Story
Land of Lore and Glory



Idols of Vithoba and Rukhmini at Pandharpur. Situated on the bank of the river Chandrabhaga, Pandharpur is a place of pilgrimage

Go round

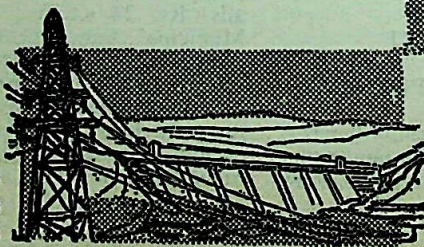
MAHARASHTRA STATE

The Hub of the Indian Union



World-famous fresco at Ajanta caves

Koyna Hydro-electric Project which will change the face of Maharashtra



499 cms. Rs. 20.50 s.c.cm.; Contract 500 cms. & over Rs. 19.50 s.c.cm.; Guaranteed insertions on Saturdays 10% extra; Other Spl. pos. rates etc. on application (min. size accepted 2 cms.); *Bombay edn. only*: Ord. pos. upto 499 cms. Rs. 16 s.c.cm.; Contract 500 cms. & over Rs. 14 s.c.cm.; Shipping Pg. upto 499 cms. Rs. 16.50 s.c.cm.; Contract 500 cms. & over Rs. 15 s.c.cm.; Entertainment upto 499 cms. Rs. 10 s.c.cm.; Contract: 500 cms. & over Rs. 9 s.c.cm.; Company Prospectuses & Reports etc. Rs. 20.50 s.c.cm.; Municipal & Legal Notices etc. Rs. 17.50 s.c.cm. for 1st insertion & Rs. 17 s.c.cm. for repeat insertions; Business ads. on back Pg. upto 499 cms. Rs. 17.50 s.c.cm.; Contract 500 cms. & over Rs. 16.50 s.c.cm.; Other Spl. pos. rates on application; *Delhi edn. only*: Display upto 499 cms. Rs. 6 s.c.cm.; Contract 500 cms. & over Rs. 5 s.c.cm.; Shipping Pg. upto 499 cms. 7.50 s.c.cm.; Contract 500 cms. & over Rs. 6 s.c.cm.; Company Prospectuses & Reports and Financial ads. Rs. 8 s.c.cm.; Govt., Municipal & Public Notices Rs. 7.50 s.c.cm. for 1st insertion & Rs. 7 s.c.cm. for subsequent insertions; Business ads. on back Pg. upto 499 cms. Rs. 7.50 s.c.cm.; Contract 500 cms. & over Rs. 7 s.c.cm.

Mech. Data Pages 12; Size 60 cms. x 41.25 cms.; Print area 56.25 cms. x 38.9 cms.; n.c. 8; c.l. 56.25 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1838; Ed. N.J. Nanporia; Ad. Mgr. T. S. Ramnath; Pubd. by Bennett, Coleman & Co. Ltd.; Policy: Independent; Member: IENS.

Cir. ABC (Jan.-June '64) *Bombay edn.* 1,38,643, *Delhi edn.* 44,108, (PR *Bombay edn.* 1,38,041, *Delhi edn.* 42,302).

Language

AAJ DAILY

Urdu Morning; 6P; Add. 242 Maulana Azad Rd., Bombay-8 (Mh.); Grams: AJKADIN; Phone 77054.

Ad. Rates Upto 250 cms. Rs. 1.20 s.c.cm.; 251 cms. & over Re. 1 s.c.cm.; Govt., Company & other Public Notices Rs. 1.60 s.c.cm.; Entertainment Ads. 80P s.c.cm.; Front Pg. 100% extra.

To keep your finger
on the pulse
of Nagpur, Vidarbha
and Mahakoshal

READ

NAGPUR TIMES

The Most Dynamic Regional
Newspaper

- ★ 78% rise in circulation in 6 years
- ★ Vigorous Readership Promotion
- ★ Non-party independent newspaper run solely in public interest
- ★ Management by Public Trust
- ★ Undisputed leader in its environment.

Address:

RAMDAS PETH,
Nagpur.

Grams: "TIMES"

Phones: 2035, 6770

Mech. Data Pages 4 to 6 ; Size 42.5 cms. x 28 cms.; Print area 40 cms. x 24 cms.; n.c. ; 5 ; c.l. 40 cms.; c.w. 4.8 cms.; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955 ; Ed. & Pub. K.A. Sheikh ; Ad. Mgr. Sohail Effendi ; Policy : Independent ; Member : ILNA.

Cir. 6,192 Cc (PR 6,077).

AJMAL DAILY

Urdu Morning; 8P; Add. Princess Bldg., Ibrahim Rahimtulla Rd., Bombay-3, (Mh.) ; Grams: AJMALDAILY ; Phone 332915.

Ad. Rates 1 to 249 cms. Rs. 2.40 s.c.cm.; 250 cms. to 624 cms. Rs. 2 s.c.cm.; 625 cms. to 1250 cms. Rs. 1.60 s.c.cm.; 1,251 cms. & over Rs. 1.20 s.c.m.; Legal & Public Notices Rs. 2.40 s.c.m.; Ear Panel Rs. 6 per panel.

Mech. Data Pages 4; Size 58 cms.x 45 cms. ; Print area 52.5 cms. x 40 cms.; n.c. 8; c.l. 52.5 cms.; c.w. 5 cms.; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1928 ; Ed. M. Harris ; Pub. & Ad. Mgr. U. H. Khan; Policy : Nationalist.

Cir. 5,000 Cc (PR 375 Prov.).

BOMBAY SAMACHAR

Gujarati Morning; (Weekdays) 16P ; (Sundays) 20P; Add. Red House, Brelvi Syed Abdullah Rd., Fort, Bombay-1, (Mh.) ; Grams : SAMACHAR ; Phone 25531.

Ad. Rates Casual Rs. 4 s.c.cm.; Contract 126 cms. & over Rs. 3.60 s.c.cm.; Front Pg. 100% extra ; Last Pg. 75% extra ; Spl. pos. 50% extra ; Legal, Public Notices & Prospectuses Rs. 4 s.c.cm. ; Front Pg. Ear Panels Rs. 50 per insertion ; Back Pg. Ear Panels Rs. 45 per insertion ; Min. period for engaging panels is 6 months once a week on fixed days.

Mech. Data Pages 10 to 16 ; Size 56 cms. x 42 cms. ; Print area 50 cms. x 37 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1914; Ed. M. B. Desai ; Ad. Mgr. J. P. Pavri, Pubd. by The

Bombay Samachar Pvt. Ltd., Policy : Nationalist & Independent ; Member : IENS

Cir. (weekdays) 56,568, (Sundays) 71,648, (PR 54,553).

DAILY HINDUSTHAN

Marathi Morning ; 7P; Add. Kotwall Rd., Amravati, (Mh.) ; Grams : HINDUSTHAN ; Phone 229.

Ad. Rates Casual 1 to 250 cms. Rs. 1.50 s.c.cm.; 251 cms. to 500 cms. Rs. 1.30 s.c.cm.; 501 cms. to 1,000 cms. Rs. 1.20 s.c.cm.; 1,001 cms. and over Re 1 s.c. cm.; Front Pg. Rs. 1.80 s.c.cm.; Top of col. Rs. 1.60 s.c.cm.; Facing editl. Rs.1.50 s.c.cm.; Facing reading matter Rs. 1.20 s.c.cm.; Company Reports Re. 1 s.c.cm.; Govt. ads. Rs. 2 s.c.cm; Legal Notices Rs. 1.50 s.c.cm.

Mech. Data Psges 4 ; Print area 42.5 cms. x 22.5 cms.; n.c. 5 ; c.l. 42.5 cms.; c.w. 4.44 cms.; Screen 60 ; Stereos and Blocks accepted.

Gen. Inf. Ed. & Pub. B. V. Marathe; Ad. Mgr. D. G. Udupure ; Policy : Independent.

Cir. 5,000 Cc (PR 4,482).

DAILY MARATHA

ABC Marathi Morning; (weekdays) 8P; (Sundays) 15P ; Add. Shiv Shakti, Love Grove Rd., Worli, Bombay-18 (Mh.); Grams MARATHA ; Phones 72098, 78059.

Ad. Rates Upto 250 cms. Rs. 4 s.c.cm.; Contract ; 250 cms. & over Rs. 3 s.c. cm.; Public & Legal Notices etc. Rs.6 s.c.cm.; Entertainment ads. Rs. 3 s.c.cm. (min. 3 cms.); Front Pg. panels Casual Rs. 30 per panel ; 52 panels in a year Rs. 25 per panel.

Mech. Data Pages (weekdays) 6, (Sundays) 12; Size 60 cms. x 42.5 cms.; Print area 52.5 cms. x 38.75 cms. ; n.c. 8; c.l. 52.5 cms.; c.w. 4.90 cms.; Screen 65 ; Blocks & Stereos accepted.

Gen. Inf. Estd. 1956 ; Mg. Ed. Acharya P. K. Atre; Ad. Mgr. D.G. Lele ; Pubd. by Maharashtra Papers Pvt. Ltd., Policy : Independent ; Member : IENS.

Cir. ABC (July-Dec. '64) 66,079 (PR 47,021).

DAILY NAVASANDESH

Marathi Morning; Pubd. simultaneously from Sangli & Kolhapur; 7P; Add. 1087 Harbhadd Rd., Sangli; 1522 Laxmipuri, Kolhapur (Mh.); Grams : NAVSANDESH; Phones (Sangli) 373, (Kolhapur) 280.

Ad. Rates Upto 125 cms. Re. 1 s.c.cm.; 126 cms. to 249 cms. 80P s.c.cm.; 250 cms. & over 70P s.c.cm.; Entertainment ads. 60 P s.c.cm.; Ear Panels (Front Pg.) Rs. 18 per panel.

Mech. Data Pages 4; Size 56 cms. x 44 cms.; Print area 52 cms. x 38.5 cms.; n.c. 8; c.l. 52 cms.; c.w. 4.75 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Eds. Dinanath Bhosale & G.B. Bhosale; Ad. Mgr. J. D. Bhosale; Pub. G. B. Bhosale; Policy; Independent.

Cir. 6,790 CC (PR Not available).

DAILY PUDHARI

Marathi Morning; 7P; Add. 2319-20'C' Ward, Kolhapur (Mh.); Grams : PUDHARI; Phone 53.

Ad. Rates 1 to 500 cms. Rs. 1.20 s.c.cm.; Contract 501 cms. to 999 cms. Re. 1 s.c.cm.; 1,000 cms. & over 80P s.c.cm.; Front Pg. panels : Casual Rs. 15 per panel; Contract 52 panels Rs. 12 per panel; Ad. on Front Pg. upto 30 cms. Rs. 2.40 s.c.cm.; Public Notices etc. Rs. 1.20 s.c.cm.

Mech. Data Pages 4; Size 56.25 cms. x 43.75 cms.; Print area 52.50 cms. x 38.50 cms.; n.c. 8; c.l. 52.50 cms.; c.w. 4.80 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1936; Ed. Ganpatrao Govindrao Jadhav; Mgr. Vasanttrao Balwantrao Shinde; Policy : Independent.

Cir. PR 6,059.

DAILY SAKAL

ABC Marathi Morning; 7P; Add. Budhwar Peth, Poona-2 (Mh.); Grams : SAKAL; Phones 56166, 57210 & 55000.

Ad. Rates Casual : Rs. 2.60 s.c.cm.; 250 cms. to 499 cms. Rs. 2.20 s.c.cm.; 500 cms. & over Rs. 2 s.c.cm.; Govt., Semi-Govt., Ads. & Notices Rs. 2.80 s.c.cm.; Prospectuses & Company Reports etc. Rs. 2.60 s.c.cm.; Front Pg. panel top Rs. 25 per panel.

Mech. Data Pages 6; Size 41.25 cms. x 56.87 cms.; Print area 53 cms. x 40 cms.; n.c. 8; c.l. 53 cms.; c.w. 4.87 cms.; Screen 40 to 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1932 Ed. Dr. N. B. Parulekar; Ad. Mgr. H. V. Tadphale; Pubd. by Sakal Papers Pvt. Ltd.; Policy : Independent; Member: IENS & ILNA.

Cir. ABC (July-Dec. '64) 71,736 (PR 69,144).

DAILY SATYAWADI

Marathi Morning; Pubd. simultaneously from Kolhapur & Sangli; 7P; Add. Satyawadi Bhavan, Laxmipuri, Kolhapur (Mh.); Grams : SATYAWADI; Phones 85, 695.

Ad. Rates Upto 375 cms. Rs. 1.40 s.c.cm.; 376 cms. to 1,250 cms. Rs. 1.20 s.c.cm.; 1,251 cms. & over Re. 1 s.c.cm.; Front Pg. Ear Panels : Rs. 15 per panel; Notice rates on application.

Mech. Data Pages 4; Size 56.25 cms. x 43.75 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c.l. 50 cms.; c.w. 5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1926; Ed. & Pub. B. A. Patil; Ad. Mgr. N. S. Patil; Policy : Independent Nationalist; Member : ILNA.

Be wise Advertise!

EVEREST

Cir. 7,208 Cc (PR 4,236).

GAVAKARI **ABC**
Marathi Morning ; 8P; Add. 797 Agra Rd., Nasik (Mh.); Grams: GAVAK-ARI ; Phone 45.

Ad. Rates Display ads. ord. pos. : upto 250 cms. Rs. 1.50 s.c.cm ; Contract 251 cms. & over Rs. 1.25 s.c.cm.; Legal & Public Notices, Prospectuses etc. Rs. 1.75 s.c.cm.; Entertainment ads. Re. 1 s.c.cm.; Panel (9 cms. x 5 cms.) 1 to 25 panels Rs. 15 per panel ; Contract 26 panels & over Rs. 12 per panel.

Mech. Data Pages 6; Size 55 cms. x 45 cms.; Print area 50 cms. x 40 cms.; n.c. 8 ; c.l. 50 cms.; c.w. 4.87 cms.; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1938 ; Ed. & Pub. D. S. Potnis; Gen. Mgr. R. G. Shukla ; Sole Ad. Agents : M/s Maharashtra Ads., Nasik ; Policy : Nationalist ; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 11,768 (PR 12,847).

HINDUSTAN **ABC**
Sindhi Morning ; 12P; Add. 19-21 Hamam St., Fort, Bombay-1 (Mh.); Grams: HINDSINDHI ; Phones 253362, 255485.

Ad. Rates Casual: upto 249 cms. Rs. 2.50 s.c.cm. ; Contract 250 cms. and over Rs. 2 s.c.cm. ; Entertainment ads. Rs. 2 s.c.cm. ; Public Notices (In Sindhi) Rs. 3.50 s.c.cm. ; (In English) Rs. 4.50 s.c.cm. ; Company Prospectuses etc. Rs. 4 s.c.cm. ; Ear Panels casual Rs. 20 per panel; Contract 50 panels and over Rs. 15 per panel; Spl. pos. : Front Pg. 100% extra ; Back Pg. 50% extra; Edtl. Pg. 25% extra ; Guaranteed pos. 25% extra.

Mech. Data Pages 6 ; Size 56 cms. x 42 cms. ; Print area 51.5 cms. x 40 cms. ; n.c. 8 ; c.l. 51.5 cms. ; c.w. 4.57 cms. ; Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1916 ; (Started in Karachi 1916, migrated to Bombay 1948) ; Ed. Hiranand Karamchand ; Gen. Mgr. Mansingh Chuhermal ; Ag. Mgr. H. U. Sadarangani ; Pubd. by the Bombay Printers Ltd. ; Policy : Independent ; Nationalist : Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 14,184 (PR 13,090)

INQUILAB DAILY
Urdu Morning ; 13P; Add. Inquilab Manzil, 245 Maulana Azad Rd., Bombay-8 (Mh.); Grams : MUNQALIB ; Phone 40379.

Ad. Rates 3 cms. to 249 cms. Rs. 1.40 s.c.cm. ; 250 cms. to 624 cms. Rs. 1.30 s.c.cm. ; 625 cms. & over Rs. 1.20 s.c.cm. ; Legal & other Public Notices Rs. 2 s.c.cm. ; Front Pg. 100% extra ; Back Pg. 75% extra.

Mech. Data Pages 6 ; Size 56.25 cms. x 41.25 cms. ; Print area 53 cms. x 38 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.37 cms. ; Screen 60 to 65 ; Blocks & Stereos accepted.

Gen. Inf. Estd. 1938 ; Ed. Khalid Ansari; Ad. Mgr. S. A. Jami ; Pubd. by A. H. Ansari & others ; Policy : Nationalist; Member : ILNA, AINEC.

Cir. 11,435 Cc (PR 9,714).

JAME-E-JAMSHED
Gujarati & English Morning ; (Week-days) 20P, (Sundays) 25P; Add. Ballard House, Mangalore St., Fort, Bombay-1 (Mh.); Grams : JAMSHED ; Phones 26-2571/2.

Ad. Rates Casual : Rs. 2.50 s.c.cm.; Contract 250 cms. & over Rs. 2.25 s.c.cm. ; 500 cms. & over Rs. 2 s.c.cm. ; Public & Legal Notices, Prospectuses, Announcements & Chairman's Speeches Rs. 3 s.c.cm. ; Front Pg. 100% extra ; Leader Pg. 50% extra ; 25% extra on Saturdays ; Front Pg. panels Rs. 100 per month (D.C.) for 1 insertion a week ; Rs. 55 per month (D.C.) 1 insertion every fortnight ; Back Pg. Rs. 40 per month (S.C.) for 1 insertion a week ; (20% extra on Saturdays).

Mech. Data Pages 8 to 12 ; Size 56 cms. x 41 cms. ; Print area 50 cms. x 38 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.50 cms. ; Screen 55 to 65 ; Blocks Stereos & Mats accepted ; Sunday Weekly; Pages 24 ; Print area 37.5 cms. x 25 cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 4.5 cms. ; Screen upto 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1832 ; Ed. Adi Marzban ; Ad. Mgr. Burjor Patel ; Pubd. by J. B.

Marzban & Co. Pvt. Ltd. ; Policy :
Parsi Newspaper ; Member : IENS &
AINEC.

Cir. (Weekdays) 8,514, (Weekly) 10,849.
Cc (PR 8604).

JANASHAKTI ABC
Gujarati Morning ; 10P; Add. 21 Dalal
St., Fort, Bombay-1 (Mh.); Grams :
FREJOURNAL ; Phone 255191.

Ad. Rates Display ads. Casual : Rs. 2.50
s.c.cm. ; Contract : 250 cms. & over
Rs. 2 s.c.cm. ; Entertainment ads. Rs.
2s.c.cm. ; Spl. pos. Front Pg. Solus 100%
extra ; Front Pg. semi-solus 50% extra ;
Contract Front & Back Pg. panels Front
Pg. panels ; 26 panels Rs. 15, 52 panels &
over Rs. 12 per panel ; Back Pg. panels :
26 panels Rs. 12, 52 panels & over
Rs. 10 per panel ; Public & Legal Noti-
ces, Company Meetings & Prospectuses
Rs. 3 s.c.cm.

Mech. Data Pages 8 ; Size 57.5 cms. x
42.5 cms. ; Print area 53 cms. x 38 cms. ;
n.c. 8 ; c.l. 53 cms. ; c.w. 4.75 cms. ;
Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. Ravishankar
V. Mehta ; Ad. Mgrs. The Publicity
Society of India Ltd. ; Pubd. by the
Indian National Press Pvt. Ltd. ; Policy :
Independent Nationalist : Member :
IENS & AINEC.

Cir. ABC (July-Dec. '64) 12,545 (PR
15,121).

JANMABHOOMI ABC
Gujarati Evening ; Except Sundays ;
15P; Add. Janmabhumi Bhuvan, 24
Ghoga St., Fort, Bombay-1 (Mh.);
Grams: JANMABHUMI; Phones (Ads.)
253438, (Gen.) 255751.

Ad. Rates Casual : upto 250 cms. Rs.
3 s.c.cm. ; Contract 251 cms. & over
Rs. 2.50 s.c.cm. ; Govt. & Municipal
Announcements, Legal & Public Notices,
Tenders, Company Prospectuses, Spe-
ches, Balance Sheets etc., Rs. 3.50
s.c.cm. ; Panels : Casual Front Pg.
Rs. 40, Last Pg. Rs. 35 per panel ;
Contract 52 weekly insertions Front Pg.
Rs. 35, Last Pg. Rs. 30 per panel ; Spl.
pos. Front Pg. 100% extra, Last Pg.
or Opp. editl. 50% extra ; Other spl.
pos. 25% extra ; Ads. in languages
other than Gujarati 50% extra.

Mech. Data Pages 8 to 10 ; Size 58 cms. x
42 cms. ; Print area 53 cms. x 39 cms. ;

n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ;
Screen 60 to 65 ; Blocks and Mats accep-
ted.

Gen. Inf. Estd. 1934 ; Eds. Ravishankar
Mehta & Manubhai Mehta ; Ad. Mgr.
L. M. Barot ; Pubd. by Saurashtra
Trust ; Policy : Nationalist Congress ;
Member : IENS, ILNA & AINEC.

Cir. ABC (July-Dec. '64) 24,276 (PR
24,514).

KEASARI ABC
Marathi Morning ; (Weekdays) 8P ;
(Sundays) 12P ; Add. 568 Narayan
Peth, Kelkar Rd., Poona-2 (Mh.);
Grams : KESARI ; Phone 6356.

Ad. Rates Display Casual Rs. 3 s.c.cm. ;
Contract 300 cms. & over Rs. 2.40
s.c.cm. ; Legal & Public Notices, Govt.
& Municipal Notices, Tenders, Classified
ads., Company Prospectuses etc. Rs. 3
s.c.cm. ; Front Pg. Casual Rs. 4 s.c.cm. ;
Contract 300 cms. & over Rs. 3.20 s.c.
cm.

Mech. Data Page: 8 ; Size 58 cms. x
42 cms. ; Print area 52 cms. x 38 cms. ;
n.c. 8 ; c.l. 52 cms. ; c.w. 4.87 cms. ;
Screen 65 ; Blocks and Mats accepted.

Gen. Inf. Estd. 1881 ; Ed. J. S. Tilak ;
Mgr. S. V. Nagarkar ; Pubd. by Kesari
Maratha Trust ; Policy : Independent,
Nationalist ; Member : IENS.

Cir. ABC (July-Dec. '64) 32,725 (PR
33,923).

LOKSATTA ABC
Marathi Morning ; 13P; Add. Newspaper
House, Sassoon Dock, Colaba, Bombay-5
(Mh.) ; Grams : LOKSATTA ; Phones
212881-87.

Ad. Rates Ord. pos. 3 cms. to 250 cms.
Rs. 9.50 s.c.cm. ; Contract 250 cms. &
over Rs. 8 s.c.cm. ; Front Pg. (min. 5
cms. x 2 cols., max. 25 cms. x 3 cols.)
50% extra ; Back Pg. 25% extra ;
Any other guaranteed pos 25% extra ;
Ads. in other languages 50% extra ;
Govt., State & Municipal Announce-
ments, Legal & Public Notices, Tenders,
Company Prospectuses, Speeches etc.
Rs. 11 s.c.cm. ; Front Pg. panels (6 cms.
x 7.5 cms.) 1 to 19 panels Rs. 80 per
panel ; Contract 20 panels & over
Rs. 70 per panel ; Colour ads. 33-1/3%
50% & 66-2/3% extra for 1, 2 and 3
extra colours, respectively, over basic
rates ; Front Pg. 25% extra.

Mech. Data Pages 6 ; Size 57.5 cms. x 41.25 cms. ; Print area 53 cms. x 37.5 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.59 cms. ; Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. H. R. Mahajani ; Gen. Mgr. T. S. Krishnan ; Ad. Mgr. C. A. Narayan ; Pubd. by Indian Express Newspapers Ltd., Policy : Independent ; Member : IENS & AINEC

Cir. ABC (July-Dec. '64) 1,22,120 (PR 1,24,591).

MAHARASHTRA

Marathi Morning ; 7P ; Add. Ogle Rd., Nagpur (Mh.) ; Grams : MAHARASHTRA.

Ad. Rates Upto 249 cms. Rs. 2 s.c.cm. ; 250 cms. & over Rs. 1.60 s.c.cm. ; Ear Panels : Casual Rs. 20 per panel ; Contract 13 panels & over Rs. 15, 52 panels & over Rs. 12 per panel ; Legal & other Public Notices etc. Rs. 2.80 s.c. cm.

Mech. Data. Pages (weekdays) 4, (Sundays) 8 ; Size 55 cms. x 43 cms. ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks & Stereos accepted.

Gen. Inf. Estd 1914 ; Ed. P. D. Dhawle ; Ad. Mgr. K. S. Bhardwaj ; Pubd. by Shivraj Prakashan Ltd., ; Policy : Independent.

Cir, PR 4,500.

MAHARASHTRA TIMES

ABC
Marathi Morning : 8P ; Add. Times of India Bldg., Dadabhai Naoroji Rd., Bombay-1 (Mh.) ; Grams : INDIANA ; Phone 268271.

Ad. Rates Upto 499 cms. Rs. 6 s.c. cm. ; 500 cms. & over Rs. 4.75 s.c.cm. ; Entertainment Rs. 2.50 s.c.cm. ; Company Reports, Prospectus & Financial Announcements Rs. 7.15 s.c.cm. Legal & other Public Notices Rs. 6.85 s.c.cm. for 1st insertion ; Rs. 6.25 s.c.cm. for repeat insertions ; Front Pg. Ear Panels (25 cms. x 5 cms.) Casual Rs. 30 Contract 10 panels & over Rs. 26 per panel.

Mach. Data Pages 8 ; Print area, 56.25 cms. x 39 cms. ; n.c. 8 ; c.l. 56.25 cms. ; c.w. 4.87 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1962 ; Ed. D. B. Karnik ; Ad. Mgr. T. S. Ramnath ; Pubd. by Bennett, Coleman & Co. Ltd., Policy : Independent ; Member : IENS (A Times of India Publication).

Cir. ABC (July-Dec. '64) 61,137 (PR 63,696).

MATRIBHUMI.

ABC
Marathi Morning ; 8P ; Add. P.O. Box No. 32, Akola (Mh.) ; Grams : MATRIBHUMI ; Phone 10.

Ad. Rates Casual upto 250 cms. Rs. 2 s.c.cm. ; 251 cms. & over Rs. 1.80 s.c. cm. ; Govt. ads. Rs. 2 s.c.cm. ; Municipal. Legal Public Notices, Tenders, Prospectuses etc. Rs. 2 s.c.cm. ; Front Pg. 50% extra ; Panels : (8 cms. x 6 cms.) Casual Rs. 15 per panel ; Contract 52 panels & over Rs. 12 per panel.

Mech. Data Pages 4 ; Size 56 cms. x 42 cms. ; Print area 52 cms. x 40 cms. ; n.c. 8 ; c.l. 52 cms. ; c.w 4.70 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1931 ; Ed. S. C. Nagar ; Ad. Mgr. P. W. Vyas ; Pubd. by Hind Prakashan Ltd. Member ; IENS.

Cir. ABC (July-Dec. '64) 6,971 (Akola Edition only) ; 2,000 (Amravati Edition). (PR 7,073).

NAVA-BHARAT

ABC
Hindi Morning ; Pubd. simultaneously from Nagpur, Jabalpur, Bhopal, Raipur & Indore ; Nagpur & Raipur edns. 9P ; Other edns. 8P ; Add. Navabharat Bhavan, Cotton Market, Nagpur-2 ; (Mh.) ; Grams : NAVABHARAT : Phones 2556, 6364, ; *Jabalpur edn.* Navabharat Bhavan ; Phone 1185 ; *Bhopal edn.* Navabharat Bhavan ; Phone 75 ; *Raipur edn.* : Ramsagar Para ; Phone 448 ; *Indore edn.* ; 11 Usha Ganj ; Phone 6600.

Ad. Rates Combined edns. ord. pos. 1 to 149 cms. (Commercial Contract) Rs. 5 s.c.cm. ; 150 cms. to 624 cms. ; Rs. 4.50 s.c.cm. ; 625 cms. & over Rs. 4 s.c.cm. ; Spl. pos. Front Pg. 50% extra ; Municipal & Railway Notices, Company Prospectuses etc. Rs. 3 s.c.cm. ; Ear Panels, (Min. contract 26 insertions), Rs. 40 per panel.

Mech. Data Pages 6 ; Size 57 cms. x 42 cms. ; Print area 50 cms. x 38.5 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.7 cms. ;

Screen 65 ; Mats & Stereos for Nagpur & Bhopal edns., Blocks and Stereos for other edns. accepted.

Gen. Inf. Estd. 1938 ; Ed. R. G. Maheshwari ; Gen. & Ad. Mgr. P. C. Maheshwari, Pubd. by R. G. Maheshwari & Sons ; Policy : Nationalist ; Member : IENS.

Cir. ABC Combined (July-Dec. '64) 46,543 (PR Nagpur edn. 14,276, Jabalpur edn. 9,382, Bhopal edn. 3,850 prov., Raipur edn. 6,000 prov., Indore edn. 1,500 prov.).

NAV BHARAT TIMES ABC Hindi Morning ; Pubd. simultaneously from Bombay and Delhi ; 12P ; Add. Tim3s of India Bldg., Dadabhai Naoroji Rd., Bombay-1 (Mh.) ; Grams : INDIA-NA ; Phones, (Bombay) 268271, (Delhi) 274161 ; Delhi: 10, Daryagnj.

Ad. Rates Bombay & Delhi (combined) edns. ; Display upto 499 cms. Rs. 13.50 s.c.cm. ; Contract 500 cms. & over Rs. 11 s.c.cm. ; Entertainment Rs. 5.50 s.c.cm. ; Flat, Public Notices Rs. 11 s.c.cm. ; Front Pg. Ear Panels (5 cms. x 5 cms.) Casual Rs. 67.50 ; Contract 10 panels & over Rs. 60 per panel ; Bombay edn. only: Display upto 499 cms. Rs. 5 s.c.cm. ; 500 cms. & over Rs. 4.50 s.c.cm. ; Entertainment Rs. 3 s.c.cm. ; Flat, Public Notices Rs. 4.50 s.c.cm. ; Front Pg. Ear Panels Casual : Rs. 22.50 ; Contract : 10 panels & over Rs. 20.50 per panel ; Delhi edn. only : Display upto 499 cms. Rs. 10 s.c.cm. ; Contract 500 cms. & over Rs. 8 s.c.cm. ; Entertainment Rs. 3.50 s.c.cm. ; Flat, Public Notices Rs. 8 s.c.cm. ; Front Pg. Ear Panels Casual : Rs. 47.50 Contract: 10 panels & over Rs. 40 per panel ; Front Pg. (min. 15 cms. x 2 cols.) 50% extra.

Mech. Data Pages (Weekdays) 8 ; (Sundays) 12 ; Print area 56.25 cms. x 39 cms. ; n.c. 8 ; c.l. 56.25 cms. ; c.w. 4.87 cms. ; Screen 75 ; Stereos and Mats accepted.

Gen. Inf. Ed. Akshay Kumar Jain ; Res. Ed. Mahavir Adhikari ; Ad. Mgr. T. S. Ramnath ; Pubd. by Bennett, Coleman & Co. Ltd. ; Policy : Nationalist ; Member IENS. ;

Cir. ABC (July-Dec. '64) Combined 1,42,704. (PR Bombay edn. 42,160, Delhi edn. 96,843).

NAVASHAKTI

ABC Marathi Morning (Weekdays) 7P ; (Sundays) 12P ; Add. 21 Dalal St., Fort, Bombay-1. (Mh.) ; Grams : FREJOURNAL ; Phone 255191.

Ad. Rates Display ads. Casual Rs. 3.50 s.c.cm. ; Contract 250 cms. and over Rs. 2.50 s.c.cm. ; Entertainment Rs. 2 s.c.cm. ; Spl. pos. Front Pg. solus pos. 100% extra ; Front Semi-solus pos. 50% extra ; Front & Back panels ; Contract 26 insertions Rs. 15, 52 panels & over Rs. 12 per panel ; Public & Legal Notices, Company Prospectuses etc. Rs. 4 s.c.cm.

Mech. Data Pages 8 ; Size 58.5 cms. x 42.5 cms. ; Print area 53 cms. x 38 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.75 cms. ; Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1932 ; Ed. S. D. Palekar ; Ad. Mgr. Publicity Society of India Ltd., ; Pubd. by the Indian National Press Pvt. Ltd. ; Member: IENS, AINEC.

Cir. ABC (July-Dec. '64) 30,252 (PR 32,062).

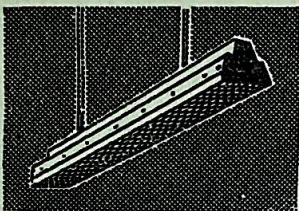
NAWAKAL

Marathi Morning; 6P; Add. 13 Shenve Wadi, Khadilkar Rd., Girgaum, Bombay-4 (Mh.); Grams : NAWAKAL; Phone 72185.

Ad. Rates Casual upto 250 cms. Rs. 2.50 s.c.cm. ; Contract 251 cms. & over Rs. 2 s.c.cm. ; Govt. & Municipal Announcements, Legal & Public Notices, Company Prospectuses, Speeches etc. Rs. 3.50 s.c.cm. ; Spl. pos. Front Pg. 100% extra ; Last Pg. 50% extra ; Other Spl. pos. 25% extra ; Ads. in languages other than Marathi 50% extra ; Entertainment ads. Rs. 1.50 s.c.cm. ; Ear Panels: Casual Rs. 25 per panel ; Contract 52 panels & over Rs. 20 per panel.

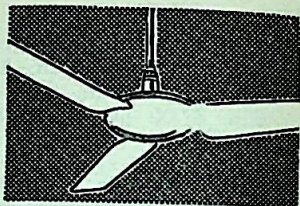
Mech. Data Pages 4 ; Size 55 cms. x 42.5 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1923 ; Ed. Y. K. Khadilkar ; Ad. Mgr. Y. V. Khadilkar ; Pubd. by Partners Y. K. Khadilkar, N. Y. Khadilkar & (Mrs.) Y. V. Khadilkar ; Policy : Nationalist ; Member : AINEC.

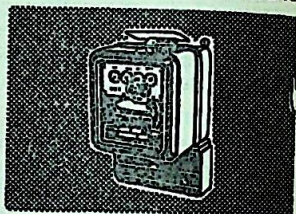


**XTRALITE
FITTINGS FOR
OSRAM LAMPS**

quality products from **G.E.C.**



EVEREST CEILING FANS



C & H METERS



INDUSTRIAL EXHAUST FANS



**D. T. L.
STARTER**

Quality is the essential raw material without which the GEC product wouldn't exist. That's because the manufacturing specifications are narrowed down to the most rigid, although the range is wide enough so that almost all your electrical requirements and components are available at one source. It also means you save time, effort and cost when you rely on GEC.

GEC/9/863



YOUR GUARANTEE

**THE GENERAL ELECTRIC CO. OF INDIA
PRIVATE LTD.**

Calcutta · Kanpur · Delhi · Bombay · Madras

TRADE MARKS **G.E.C.** AND **OSRAM** - PERMITTED USERS - THE GENERAL ELECTRIC COMPANY OF INDIA PRIVATE LIMITED.

'Cir. 21,817 Cc (PR 7,236).

PRAJAMITRA

Marathi Morning ; 16P; Add. Bharati Bhuvan, 211-219 Frere Rd., Fort, Bombay-1 (Mh.); Grams : PRAJAMITRA; Phones 262686 & 262701.

Ad. Rates Ord. pos. Casual Rs. 2.40 s.c. cm.; Contract 253 cms. & over Rs. 2 s.c.cm.; Entertainment ads. Rs. 2 s.c. cm.; Public Legal Notices, Company Prospectuses, etc. Rs. 2.80 s.c.cm.; for 1st insertion Rs. 2.60 s.c.cm.; for repeat insertions: Spl. pos. Front Pg. 100% extra; Last Pg. 50% extra; Opp. editl. 50% extra : Other spl. pos. 25% extra.

Mech. Data Print area 52.5 cms. x 39 cms.; n.c. 8; c.l. 52.5 cms.; c.w. 4.87 cms.; Screen 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. Chimanlal V. Shah; Pubd. by Modern Properties Pvt. Ltd.; Policy : Nationalist; Member : IENS.

Cir. PR 25,000 Prov.

PRAJATANTRA

Gujarati Evening; 16P; Add. Bharati Bhavan, 211-219 Frere Rd., Fort, Bombay-1 (Mh.); Grams : PRAJATANTRA; Phones 262686, 262701.

Ad. Rates Ord. pos. Casual Rs. 3 s.c.cm.; Contract 253 cms. & over Rs. 2.40 s.c. cm.; Entertainment ads. Rs. 2.40 s.c.cm.; Public, Legal Notices, Company Prospectuses, etc. Rs. 3.20 s.c.cm.; Panels (9 cms. x 8.5 cms.) Front Pg. 100% extra; Last Pg. 50% extra : Other spl. pos. 25% extra.

Mech. Data Pages 8; Print area 52.5 cms. x 39 cms.; n.c. 8; c.l. 52.5 cms.; c.w. 4.87 cms.; Screen 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. Chimanlal V. Shah; Pubd. by Bharati Newspapers Pvt. Ltd.; Policy : Independent Nationalist; Member : IENS.

Cir. PR 17,000 Prov.

RANJIT

Punjabi Morning; (weekdays) 6P, (Sun-

days) 16P; Add. 40 Goa St., Fort, Bombay-1 (Mh.); Phone 261307.

Ad. Rates Upto 250 cms. Rs. 2 s.c.cm.; 251 cms. & over Rs. 1.60 s.c.cm.; Public Notices Rs. 2 s.c.cm.

Mech. Data Pages 10; Size 38 cms. x 25 cms.; Print area 32 cms. x 20 cms.; n.c. 4; c.l. 32 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. & Pub. R. S. Johar; Policy : Independent, general weekly.

Cir. 4,500 Cc (PR 2,545 uncertified).

SANDHYAKAL

Marathi Evening; 6P; Add. 13 Shenve Wadi, Khadilkar Rd., Bombay-4 (Mh.); Grams : NAVAKAL; Phones 73606, 72185.

Ad. Rates Upto 250 cms. Rs. 2.50 s.c. cm.; 251 cms. to 299 cms. Rs. 2 s.c.cm.; 300 scm. & over Rs. 1.75 s.c.cm.; Legal ads. & Notices Rs. 3 s.c.cm.; Entertainment ads. Rs. 1.50 s.c.cm.

Mech. Data Pages 4; Size 42.5 cms. x 27.5 cms.; Print area 39 cms. x 24 cms.; n.c. 5; c.l. 39 cms.; c.w. 4.87 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1938; Ed. Nilkanth Khadilkar; Ad. Mgr. Y. V. Khadilkar; Pubd. by Y. K. Khadilkar.

Cir. 20,000 Cc (PR 9,000 Prov.).

SANJ MARATHA

Marathi Evening; A sister publication of MARATHA; Add. Shiv Shakti, Love Grove Rd., Worli, Bombay-18 (Mh.); Grams : MARATHA; Phones 72098, 78059.

Ad. Rates Upto 249 cms. Rs. 1.20 s.c. cm.; Contract 250 cms. & over 80P s.c.cm.; Entertainment ads. Re 1 s.c. cm.; Public Notices & Prospectuses etc. Rs. 2.50 s.c.cm.

Mech. Data Pages 4; Print area 37.50 cms. x 24.12 cms.; n.c. 5; c.l. 37.50 cms.; c.w. 4.90 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Ed. Acharya P. K. Atre ; Ad. Mgr. D. G. Lele ; Pubd. by Maharashtra Papers Pvt. Ltd. ; Policy : Independent.

Cir. 15,000 Cc (PR 5,000 Prov.).

SHIVASHAKTI

Marathi Morning; 8P; Add. No. 6, Tajna Peth, P.O. Box No. 6, Akola (Mh.); Grams : SHIVASHAKTI ; Phone 473.

Ad. Rates Casual Rs. 21 s.c.cm. ; Contract 103 cms. to 500 cms. Rs. 1.50 s.c.cm. ; 501 cms. to 1,000 cms. Rs. 1.20 s.c.cm. ; 1001 cms. & over Re. 1 s.c.cm. ; Panels (7.5 cms. x 6.5 cms.) Casual Rs. 12 per panel ; Contract 30 panels and over Rs. 10 per panel.

Mech. Data Pages 4 ; Size 55 cms. x 45 cms. ; Print area 50 cms. x 40 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960 ; Ed. W. B. Deshmukh ; Ad. Mgr. S. L. Purohit ; Pubd. by The Shiva Shakti Trust, Akola ; Policy : Nationalist.

Cir. PR 4,929.

TARUN BHARAT

ABC
Marathi Morning ; Pubd simultaneously from Nagpur & Poona ; Nagpur edn. 12P; Poona edn. (Weekdays) 8P, (Sundays) 13P; Add. Farmland, Ramdas Peth, P.O. Box No. 92, Nagpur-1 ; Grams: NARAKESARI ; Phone: 2670 ; 1165, Sadashiv Peth, Tilak Rd., Poona-2, (Mh.); Grams: NARAKESARI ; Phones 56447 & 56446.

Ad. Rates Combined Nagpur & Poona edns. Casual Rs. 4.40 s.c.cm. ; Contract: 101 to 199 cms. Rs. 3.90 s.c.cm. ; 200 to 299 cms. Rs. 3.70 s.c.cm. ; 300 cms. & over Rs. 3.40 s.c.cm. (min. space 3 cms.); Company Prospectuses, Govt. Notifications Tenders & other Public Notices Rs. 4.40 s.c.cm. ; Spl. pos. Front Pg. 50% extra ; Other guaranteed pos. 25% extra ; Combined rates for TARUN BHARAT, Nagpur & Poona, YUGADHARMA, Nagpur, Jabalpur & Raipur : Casual Rs. 6.50 s.c.cm. ; Contract : 101 to 199 Rs. 5.30 s.c.cm. ; 200 to 299 cms. Rs. 5.30 s.c.cm. ; 300 cms. & over Rs. 5. s.c.cm. ; Individual edn. rates on application.

Mech. Data Pages Nagpur edn. 8, Poona edn. (Weekdays) 6, (Sundays) 8 ; Size 55 cms. x 42 cms. ; Print area 50 cms. x 39 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.60 cms. ; Screen 55 to 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1944; Ed. G.T. Madkholkar ; Ad. Mgr. W. R. Laghate ; Pubd. by Narakesari Prakashan Ltd.; Policy: Independent nationalist ; Member : IENS, AINEC & ILNA.

Cir. ABC Nagpur & Poona combined (July-Dec. '64) 33,431 ; Nagpur edn. 23,511 ; Poona edn. 13,920. (PR Nagpur edn. 17,000 Prov., Poona edn. 12,528).

VISHAL SAHYADRI

Marathi Morning; 8P; Add. 1213 Sadashiv Peth, Poona-2 (Mh.); Grams : VISHALADRI ; Phone 56476.

Ad. Rates 1 to 249 cms. Rs. 2.00 s.c.cm. ; 250 cms. to 499 cms. Rs. 1.60 s.c.cm. ; Contract 500 cms. & over Rs. 1.20 s.c.cm. ; Public & Govt. Notices Rs. 2.20 s.c.cm. ; Front Pg. panels Rs. 15 per panel ; 26 panels in year Rs. 12.50 per panel.

Mech. Data Pages (weekdays) 6, (Sundays) 8 ; Size 55 cms. x 41.25 cms. ; Print area 50 cms. x 37.5 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. A. V. Patil ; Ad. Mgr. C. H. Shinde; Pubd. by Vishal Sahyadri Trust ; Policy : Nationalist.

Cir. 10,000 Cc (PR 5,870 Prov.).

YUGADHARMA

ABC
Hindi Morning ; Pubd. simultaneously from Nagpur, Jabalpur & Raipur ; 8P, (Weekdays), 14P, (Sundays); Add. Yugadharma Karyalaya, 28 Farmland, Ramdas Peth, Nagpur-1 (Mh.); Grams : NARAKESARI ; Phone 2104.

Ad. Rates Display ads. for all edns. ; Casual Rs. 3.50 s.c.cm. ; Contract: upto 99 cms. Rs. 3 s.c.cm. ; 100 to 199 cms. Rs. 2.75 s.c.cm., 200 cms. & over Rs. 2.50 s.c.cm. ; (min. 3 cms.) Spl. pos. ; Solus pos. 100% extra ; Front Pg. 50% extra ; Front Pg. panels (5 cms. x 2 cols.) 1 to 25 panels Rs. 18 per panel; Contract 26 panels & over Rs. 15 per

panel ; Govt., Legal & Public Notices, Company Prospectuses Rs. 5 s.c.cm. ; Combined rates for Tarun Bharat, Nagpur & Poona and Yugadharma on application or refer Tarun Bharat.

Mech. Data Pages 4 ; Size 55 cms. x 42 cms. ; Print area 50 cms. x 39 cms. ; n.c. 8 ; c.l. 50 cms. ; c.w. 4.60 cms. ; Screen 60 to 65 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1951 ; Ed. Sataypal Patit ; Gen. & Ad. Mgr. D. S. Gore ; Pubd. by Narakesari Prakashan Ltd., Nagpur ; Policy; Independent; Member : AINEC & IENS.

Cir. ABC (July-Dec. '64) 12,335 (PR 3,700 Prov. Nagpur edn. Raipur edn. 4,039, Jabalpur edn. 5,046.).

WEEK-END NEWSPAPERS

English

BHARAT JYOTI ABC
English Sunday paper ; Daily edn. known as FREE PRESS JOURNAL ; 15P ; Add. 21 Dalal St., Fort, Bombay-1 (Mh.) ; Grams : FREJOURNAL ; Phone 255191.

Ad. Rates Display ads. Casual Rs. 6 s.c.cm. ; Contract 250 cms. & over Rs. 5 s.c.cm. ; Entertainment Rs. 5 s.c.cm. ; Spl. pos. Front Pg. solus 100% extra ; Front Pg. semi-solus 50% extra ; Front Pg. panels : Contract 26 panels Rs. 30, 52 panels & over Rs. 24 per panel ; Public & Legal Notices, Company Meetings and Prospectuses Rs. 8 s.c.cm.

Mech. Data Pages 12 ; Size 58.5 cms. x 42.5 cms. ; Print area 53 cms. x 38 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.75 cms. ; Screen 60 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1935 ; Mg. Ed. A. B. Nair ; Ad. Mgrs. Publicity Society of India Ltd. ; Pubd. by the Indian National Press Pvt. Ltd. ; Policy : Independent Nationalist ; Member : IENS, AINEC.

Cir. ABC (July-Dec. '64) 58,775 (PR 57,156).

SUNDAY STANDARD ABC
English Sunday paper; Daily edn. known as INDIAN EXPRESS; Pubd. simultaneously from 6 centres, viz. Bombay, Delhi, Madras, Vijayawada, Madurai & Chittoor; 20P; Add. Newspaper House Sassoon Dock, Colaba, Bombay-5 (Mh.); Grams: STANDANA; Phones 212881-87.

Ad. Rates Bombay edn : Display ads. Casual upto 249 cms. Rs. 10 s.c.cm. ; Contract 250 cms. & over Rs. 8.75 s.c.cm. ; Front Pg. (min. 40 cms., max. 100 cms.) 50% extra; Solus pos.: Front Pg. 100% extra ; Inside Pgs. 75% extra; other guaranteed pos. 25% extra ; Front Pg. panels (5 cms. x 1 cols.) Casual Rs. 85 per panel ; Contract 26 panels & over Rs. 65 per panel ; Legal Notices, Election Notices, Loss of Policy, Tenders & other Public Notices etc. Rs. 13 s.c.cm. ; Company Prospectuses & Announcements Rs. 14 s.c.cm. ; Reports of Company Meetings, Notices, Balance Sheets, Declaration of Dividend & other Financial Announcements Rs. 13 s.c.cm. ; Colour ads. 33-1/3% extra for 1 colour over basic rates; Front Pg. 25% ; Display rates Delhi edn. : upto 250 cms. Rs. 6 s.c.cm. ; Contract 251 cms. & over Rs. 5 s.c.cm. ; (For detailed rates such as Spl. pos. etc. see SUNDAY STANDARD under Delhi) ; Display rates for Southern edns.; Madurai, Vijayawada & Chittoor: Upto 249 cms. Rs. 13.50 s.c.cm. ; Contract 250 cms. & over Rs. 12 s.c.cm. ; (For detailed rate for spl. pos. etc. see Madurai in Madras State).

Mech. Data Pages 16 ; Size 57 cms. x 42 cms. ; Print area 53 cms. x 40 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1936 ; Ed.-in-Chief Frank Moraes; Gen. Mgr. T. S. Krishnan ; Ad. Mgr. C. A. Narayan ; Pubd. by Indian Express Newspapers Ltd. ; Policy : Independent ; Member : IENS & AINEC.

Cir. Bombay edn. ABC (July-Dec. '64) 94,924 ; Delhi edn. 55,114 ; Southern edns. 1,56,293. (PR Bombay edn. 76,989 Delhi edn. 45,804 Southern edns. 1,64,427).

CONSUMER PUBLICATIONS

WEEKLIES

English

BLITZ ABC
English Weekly; Saturdays ; 25P; Add.
17/17 H Cawasji Patel St., Fort,
Bombay-1 (Mh.); Grams : (Edtl.)
BLITZ, (Advt.) KIOSK: Phones (Edtl.)
254278, (Advt.) 255191.

Ad. Rates Disply ads. Casual upto
249 cms. Rs. 14 s.c.cm.; Contract
250 cms. to 1,249 cms. Rs. 12 s.c.cm.;
1,250 cms. & over Rs. 11 s.c.cm.;
Entertainment Rs. 10 s.c.cm.; Spl. pos.
Front Pg. (13 cms. x 2 cols.) 100% extra;
Back Pg. (15 cms. x 2 cols.) 50% extra;
solus pos. & top of col. 25% extra;
Pos. for editl. & facing editl. on appli-
cation; Prospectuses, Company Re-
ports, Balance Sheets etc. Rs. 14 s.c.cm.

Mech. Data Pages 20 to 24 ; Size 42
cms. x 28 cms.; Print area 38 cms. x
25 cms.; n.c. 5 ; c.l. 38 cms.; c.w. 5
cms.; Screen upto 65 ; Stereos and Mats
accepted.

Gen. Inf. Estd. 1941 ; Ed. R. K. Karan-
jia ; Ad. Mgrs. The Publicity Society
of India Ltd.; Pubd. by Blitz Publications
Pvt. Ltd.; Policy : Independent; Mem-
ber : IENS & AINEC.

Cir. ABC (July-Dec. '64) 2,01,459 (PR
1,82,020).

COMMERCE

English Weekly; Saturdays ; Rs. 2 ;
Add. Brady House, Veer Nariman Rd.,
Fort, Bombay-1 (Mh.); Grams :
ECREMMOC ; Phones 251331, 253505.

Ad. Rates Ord. pos. 1 to 375 cms. Rs. 5
s.c.cm.; Contract 376 cms. & over
Rs. 4 s.c.cm.; Spl. pos. : Front cover
75% extra ; Inside front cover 50%
extra ; Solus pos. 50% extra ; Front Pg.
panel 11 cms. (2 colours) Rs. 90 per panel;
Company Notices, Balance Sheets, Chair-
man's Speeches, Rs. 8 s.c.cm.; Prospectu-
ses & Announcements Rs. 10 s.c.cm.

Mech. Data Pages 52 ; Size 44 cms. x 27
cms.; Print area 38 cms. x 24 cms.;
n.c. 3 ; c.l. 38 cms.; c.w. 7.5 cms.;
Screen upto 85 ; Mats and Stereos accep-
ted.

Gen. Inf. Estd. 1910; Ed. S. V. Rayan ;
Ad. Mgr. S. K. Kathok ; Pubd. by Com-
merce (1935) Ltd., Policy : Devoted to
Commerce, Finance & Trade; Member :
IENS.

Cir. 6,000 (India 5,000 & Foreign
1,000). (PR 3,964).

CURRENT ABC
English Weekly ; Saturdays ; 30P; Add.
Meher House, 15 Cawasji Patel St.,
Fort, Bombay-1 (Mh.); Grams : CUR-
RENTMAG ; Phones 25-1241, 25-1242.

Ad. Rates Casual Rs. 7 s.c.cm.; Contract
500 cms. Rs. 5.80 s.c.cm.; Spl. pos.
Front Pg. panel right hand bottom
(10 cms. x 2 cols.) & left hand bottom
(8 cms. x 2 cols. to 15 cms. x 2 cols.)
100% extra ; Edtl. top (13 cms. x 1 col.)
25% extra ; Fized Pg. & pos. 20% extra
Fixed Pg. 15% extra ; Sol. min. 60 cms.
65% extra.

Mech. Data Pages 20 to 24 ; Size 43.5
cms. x 28.5 cms.; Print area 40 cms. x
25 cms.; n.c. 5 ; c.l. 40 cms.; c.w. 5
cms.; Screen 80 ; Blocks, Stereos and
Mats accepted.

Gen. Inf. Estd. 1949 ; Ed. D. F. Karaka ;
Ad. Mgr. (Mrs.) Gwynneth Karaka ;
Pubd. by Current Publications Pvt. Ltd.;
Policy : Independent ; Member : IENS.

Cir. ABC (July-Dec. '64) 22,953 (PR
23,654).

ECONOMIC WEEKLY

English Weekly; 75P; Add. Co-operative
Insurance Bldg., Sir P. M. Road, Bom-
bay-1 (Mh.); Grams : ECONWEEK ;
Phone 253306.

Ad. Rates Up to 250 cms. Rs. 5 s.c.cm.;
251 cms. & over Rs. 4 s.c.cm.; Public
Notices, Balance Sheets, Company Re-
ports and Chairman's Speeches Rs. 6
s.c.cm.; Back cover Rs. 500 ; Contract
12 Pages & over Rs. 425 ; 2nd & 3rd
Covers Rs. 450 ; Contract 12 insertions
& over Rs. 375 per insertion.

Mech. Data Pages 36 ; Size 28 cms. x
21.5 cms.; Print area 25 cms. x 16.5 cms.;
n.c. 3 ; c.l. 16.5 cms.; c.w. 5.5 cms.;
Screen 60 to 70 ; Blocks and Stereos
accepted.

Gen. Inf. Ed. Sachin Chaudhuri ; Policy :
A journal of Current Economic and
Political Affairs.

Cir. PR 2,843.

EVE'S WEEKLY

English Weekly ; Saturdays ; 25P; Add. Sanj Vartman Press, Apollo St., Fort, Bombay-1 (Mh.); Grams : EVESWEEKLY ; Phones 255361-2-3.

Ad. Rates Display ads. 1 to 499 cms. Rs. 6.80 s.c.cm. ; 500 cms. & over Rs. 6 s.c.cm. ; Cover Pg. Front cover (4 colours) Rs. 1,750 per insertion ; Back cover (4 colours) Rs. 1,350 per insertion Inside Pg. (4 colours) Rs. 1,150 per insertion.

Mech. Data Pages 40 ; Size 33 cms. x 25 cms. ; Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Screen (Inside) Pg. 60 to 80, (Covers) 100 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1947 ; Ed. M. D. Japheeth ; Ad. Mgr. R. D. Mistry ; Pubd. by Eve's Weekly Pvt. Ltd., Policy ; Nationalist, Women's weekly magazine ; Member : IENS.

Cir. ABC (July-Dec '64) 21,253 (PR 22,403).

GOAN TRIBUNE

English Weekly ; 15P; Saturdays ; Add. 84/86, 1st Marine St., Bombay-2 (Mh.).

Ad. Rates 2 to 200 cms. Rs. 3 s.c.cm. ; Contract 201 cms. to 500 cms. Rs. 2.50 s.c.cm. ; 501 cms. & over Rs. 2 s.c.cm. ; Ear boxes Front Pg. Casual Rs. 20 per insertion ; For $\frac{1}{2}$ year Rs. 200 ; for 1 year Rs. 400 for all issues.

Mech. Data Pages 8 ; Size 41 cms. x 28 cms. ; Print area 38 cms. x 25.30 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 4.90 cms. ; Screen 65 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1956 ; Ed. Dr. Simon C. Fernandes ; Pubd. by Tribune (Bombay) Pvt. Ltd. ; Policy : Independent Nationalist.

Cir. 6,000 Cc (PR 6,800 Uncertified).

HIMMAT

English Weekly ; Fridays 25P ; Add. Himmat Publications Trust, 13 Advent, Foreshore Road, Bombay-1, (Mh.); Phone 212353.

Ad. Rates Display Casual 3 cms. to 249 cms. Rs. 6.50 s.c.cm. ; 250 cms. & over Rs. 5.75 s.c.cm. ; F.Pg. (26 cms. x 20 cms.) 1 to 12 insertions Rs. 400 per insertion ; 13 insertions and over Rs. 380 per insertion ; H. Pg. (13 cms. x 20 cms.) 1 to 12 insertions Rs. 210 per insertion ; 13 insertions & over Rs. 250 per insertion ; 3rd Pg. (26 cms. x 6.3 cms.) 1 to 12 insertions Rs. 145 per insertion ; 13 insertions & over Rs. 140 per insertion ; Back Cover (1 colour) Rs. 600, 2 colours (black & red) Rs. 800 ; Inside Covers (1 colour) Rs. 500, 2 colours (black & Red) Rs. 700 ; Each extra colour Rs. 200.

Mech. Data Pages 20 ; Print area 26 cms. x 20 cms. ; n.c. 3 ; c.l. 20 cms. ; c.w. 6.3 cms. ; Screen 80 ; Stereos and Blocks accepted.

Gen. Inf. Chief Editor ; Rajmohan Gandhi ; Editor : Russi M. Lala ; Policy : A Fearless, Independent Weekly.

Cir. Not Available.

ILLUSTRATED WEEKLY OF INDIA

English Weekly ; Sundays ; 75P; Add. Dadabhai Naoroji Rd., Bombay-1 (Mh.); Grams : INDIANA ; Phone 268271.

Ad. Rates Ord. pos. upto 499 cms. Rs. 11 s.c.cm. ; Contract 500 cms. & over Rs. 9 s.c.cm. ; Front ad. section upto 499 cms. Rs. 13 s.c.cm. ; Contract 500 cms. & over Rs. 11 s.c.cm. ; Facing Pg. with reading matter upto 499 cms. Rs. 16 s.c.cm. ; Contract 500 cms. & over Rs. 13 s.c.cm. ; Next to other reading matter upto 499 cms. Rs. 19 s.c.cm. ; Contract 500 cms. & over Rs. 15 s.c.cm. ; Outstanding value panels ; (11.25 cms. x 6.88 cms.) 1 to 12 insertions Rs. 150, 13 to 25 insertions Rs. 115, 26 to 51 insertions Rs. 107.50, 52 insertions & over Rs. 102.50 per insertion ; V.P.P. panels : (5.31 cms. x 5.31 cms.) ; 1 to 12 insertions Rs. 47.50, 13 to 25 insertions Rs. 45, 26 to 51 panels Rs. 42.50, 52 & over Rs. 40 per insertion ; Back or inside Pgs. in 3 colours facing Pg. with reading matter 50% extra ; Spl. pos. Right hand Pg. guaranteed 12% extra ; Top of Pg. guaranteed 25% extra ; To appear on or facing a specified Pg. 15% extra.

Mech. Data Pages 72 ; Size 32.6 cms. x 25 cms. ; Print area 30 cms. x 23.75 cms. ;

n.c. 5 ; c.l. 30 cms. ; c.w. 4.87 cms. ; Original art work or photos are preferred since the weekly is printed on photo-gravure; Deadline date for material 17 days before date of insertion for black & white and 6 weeks in advance for colour ads.

Gen. Inf. Estd. 1880 ; Ed. A. S. Raman; Ad. Mgr. T. S. Ramnath ; Pubd. by Bennett, Coleman & Co. Ltd. ; Policy : a pictorial weekly of General Interest ; Member : IENS.

Cir. ABC (July-Dec. '64) 1,00,743 (PR 85,424).

SCREEN **ABC**
English Weekly; Fridays; 25P; Add. Newspaper House, Sassoon Dock, Colaba, Bombay-5 (Mh.); Grams: STAN-DANA; Phones 212881-87.

Ad. Rates Casual Rs. 8.50 s.c.cm.; Contract: 250 cms. & over Rs. 7 s.c.cm.; Tender Notices etc. Rs. 10 s.c.cm.; Ear Panels on top of Title Pg. 5 cms. x 5 cms.) Rs. 40 per panel; Spl. pos. guaranteed pos. (top of column etc.) 25% extra; Back Pg. 25% extra; Colour rates (Black plus one colour) Front Pg. (min. 15 cms. x 3 cols., max. 25 cms. x 4 cols.); Casual Rs. 18 s.c.cm. ; Contract 250 cms. & over Rs. 16 s.c.cm. ; Inside Pg. (min. 15 cms. x 3 cms., max. F. Pg.) Casual Rs. 15 s.c.cm.; Contract 250 cms. & over Rs. 13 s.c.cm.

Mech. Data Pages 16 ; Size 57.5 cms. x 41.25 cms. ; Print area 52.5 cms. x 27.5 cms. ; n.c. 8 ; c.l. 52.5 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1951 ; Ed. S. S. Pillai ; Ad. Mgr. C. A. Narayan ; Pubd. by the Express Newspapers Pvt. Ltd. ; Policy : Devoted to Promotion of Film Industry; Member : IENS, AINEC.

Cir. ABC (July-Dec. '64) 84,109 (PR 59,849).

TIDE
English Weekly ; Wednesdays; 15P ; Add. 143 Mahatma Gandhi Rd., Bombay-1 (Mh.); Grams: RISING TIDE ; Phone 253513.

Ad. Rates Ord. pos. Casual 1 cm. to 250 cms. Rs. 4.50 s.c.cm.; Contract 251 cms.

to 500 cms. Rs. 4 s.c.cm. ; 501 cms. & over Rs. 3.50 s.c.cm. ; Entertainment Flat rate of Rs. 2.50 s.c.cm. ; Spl. pos. Front Pg., left hand bottom: (10 cms. x 1 col.) upto 12 insertions Rs. 60 per insertion ; 13 insertions & over Rs. 48 per insertion ; Front Pg. right hand bottom (min. 10 cms. x 2 cols.) 50% extra ; Entertainments Rs. 2.50 s.c.cm.

Mech. Data Pages 16 ; Size 42 cms. x 29 cms. ; Print area 37.5 cms. x 25 cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 5 cms. ; Screen 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. U. G. Rao ; Pub. A. K. Hafizka ; Policy : Independent.

Cir. 9,000 Cc (PR 5,000).

Language

ALAMGEEER

Marathi Weekly; Sundays ; 20P; Add. 11 Tribhuvan Rd., Bombay-4 (Mh.); Phone 71942.

Ad. Rates 1 to 250 cms. Rs. 1.60 s.c.cm. ; 251 cms. to 500 cms. Rs. 1.40 s.c.cm. ; 501 cms. & over Rs. 1.20 s.c.cm. ; Legal & other Public Notices Rs. 2.40 s.c.cm.

Mech. Data Print area 37.5 cms. x 25 cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 5 cms. ; Screen 70 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1957 ; Ed. C. V. Bavadekar ; Pubd. by Shree Prakashan (Bombay) Pvt. Ltd.

Cir. 7,000 Cc (PR 2,509).

ALMAS WEEKLY

Urdu Weekly; 20P ; Add. 242 Maulana Azad Rd., Bombay-8 (Mh.) ; Grams : AAJKADIN ; Phone 77054.

Ad. Rates Upto 250 cms. Rs. 2 s.c.cm.; 251 cms. & over Rs. 1.75 s.c.cm.; Entertainment upto 250 cms. Rs. 1.75 s.c.cm. ; Contract 251 cms. & over Rs. 1.25 s.c.cm.

Mech. Data Pages 12 ; Size 52 cms. x 39 cms. ; Print area 48 cms. x 35 cms. ; n.c. 7 ; c.l. 48 cms. ; c.w. 5 cms. ;

Screen 55 to 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961 ; Ed. Hasan Sehrai ; Ad. Mgr. Sohail Effendi ; Pub. Hasan Sehrai ; Policy : Art & Literature ; Member : ILNA.

Cir. 4,500 Cc (PR 3,185).

BLITZ HINDI EDITION ABC
Hindi Weekly ; Saturdays ; 25P ; Add. 17/17H Cawasji Patel St., Bombay-1 (Mh.) ; Grams : (Edtl.) BLITZ. (Ads.) KIOSK ; Phones : (Edtl.) 254278, (Ads.) 255191.

Ad. Rates Casual upto 249 cms. Rs. 5 s.c.cm. ; Contract 250 cms. to 1,249 cms. Rs. 4 s.c.cm. ; 1,250 cms. & over Rs. 3.25 s.c.cm. ; Prospectuses & Company Notices etc. Rs. 5 s.c.cm. ; Entertainments, Display ads. Rs. 4 s.c.cm. ; Non-display Rs. 3.25 s.c.cm. ; Spl. pos. Front Pg. (15 cms. x 2 cols.) 100% extra, Back Pg. (15 cms. x 2 cols.) 50% extra ; Other spl. pos. rates on application.

Mech. Data Pages 16 ; Size 42 cms. x 28 cms. ; Print area 38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1962 ; Ed.-in-Chief R.K. Karanjia ; Ed. -in-charge M. N. Saxena ; Ad. Mgr. Publicity Society of India Ltd. ; Pubd. by Blitz Publications Pvt. Ltd. ; Policy : Independent ; Member : IENS.

Cir. ABC (July-Dec '64) 54,076 (PR 47,813).

BLITZ URDU EDITION
Urdu Weekly ; Saturdays ; 25P ; Add. 17/17H, Cawasji Patel St., Bombay-1, (Mh.) ; Grams : (Edtl.) BLITZ. (Ads.) KIOSK ; Phones : (Edtl.) 254278, (Ads.) 255191.

Ad. Rates Casual upto 249 cms. Rs. 3 s.c.cm. ; Contract 250 cms. to 1,249 cms. Rs. 2.50 s.c.cm. ; 1,250 cms. & over Rs. 2 s.c.cm. ; Prospectuses & Company Notices etc. Rs. 3 s.c.cm. ; Entertainments, Display ads. Rs. 2.50 s.c.cm. ; Non-display Rs. 2 s.c.cm. ; Spl. pos. Front Pg. (15 cms. x 2 cols.) 100% extra ; Back Pg. (15 cms. x 2 cols.) 50% extra ; Other spl. pos. rates on application.

Mech. Data Pages 16 ; Size 42 cms. x 28 cms. ; Print area 38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks, Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1963 ; Ed.-in-Chief R. K. Karanjia ; Ed.-in-charge M. N. Saxena ; Ad. Mgr. Publicity Society of India Ltd. ; Pubd. by Blitz Publications Pvt. Ltd. ; Policy : Independent ; Member : IENS.

Cir. 13,000 Cc (PR 10,000).

CHITRALEKHA
Gujarati Weekly ; Mondays ; 30P ; Add. 62, Karwar St., Fort, Bombay-1 (Mh.) ; Grams : MAULIK ; Phones 26-1526.

Ad. Rates Inside F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion ; Casual min. 5 cms. Rs. 2 s.c.cm. ; Cover Pg. 2nd & 3rd covers Rs. 125 each, 4th cover Rs. 150 per insertion.

Mech. Data Pages 48 ; Size 24.5 cms. x 19 cms. ; Print area 21 cms. x 16 cms. ; n.c. 3 ; c.l. 21 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950 ; Ed. & Pub. (Mrs.) Madhuri Kotak ; Ad. Mgr. Harikishan L. Mehta ; Policy : Independent ; Member : ILNA.

Cir. 12,000 Cc (PR 9,633).

CHITRAPAT
Gujarati Weekly ; Saturdays : 25P ; Add. Manek Chambers, Naaz Gate, Lamington Rd., Bombay-4 (Mh.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50 Qr. Pg. Rs. 30 per insertion ; Casual Rs. 2 s.c.cm.

Mech. Data Print area 22.5 cms. x 17.5 cms. ; n.c. 3 ; c.l. 22.5 cms. ; c.w. 5.5 cms. ; Screen 70 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929 ; Ed. Chandrakant N. Shah ; Pub. C. N. Shah ; Policy : Film Weekly.

Cir. PR 2,802.

CINEVANI
Hindi Weekly ; 15P ; Add. 5F Naaz Cinema Bldg., Lamington Rd., Bombay-4 (Mh.).

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract : 250 cms. & over Rs. 1.60 s.c. cm.

Mech. Data Pages 8 ; Size 38.25 cms. x 30 cms. ; Print area 35 cms. x 25 cms. ; n.c. 5 ; c.l. 35 cms. ; c.w. 5 cms. ; Screen 70 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. & Pub. B. P. Joshi, ; Ad. Mgr. Sri Kant ; Policy : Devoted to Films.

Cir. 13,500 Cc (PR 6,685).

DEENABANDHU

Marathi Weekly ; 6P ; Add. 444 Rasta Peth, Poona-2 (Mh.) ; Grams : DEENABANDHU.

Ad. Rates 1 to 249 cms. Rs. 1.20 s.c.cm. ; 250 cms. to 624 cms. Rs. 1.10 s.c.cm. ; 625 cms. to 1,249 cms. Re. 1 s.c.cm. ; 1,250 cms. to 2,499 cms. 90P. s.c.cm. ; Contract 2,500 cms. & over 80P. s.c.cm.

Mech. Data Pages 8 to 10 ; Size 43 cms. x 28 cms. ; Print area 38 cms. x 25 cms. n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Screen 80 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1876 ; Ed. P. V. Nawle ; Policy : Independent Weekly.

Cir. 10,000 Cc (PR 1,937).

DHARMAYUG

Hindi Weekly ; 50P ; Add. Times of India Bldg., Dadabhai Naoroji Rd., Bombay-1 (Mh.) ; Grams : INDIANA ; Phone 268271.

Ad. Rates F. Pg. 1 to 12 insertions Rs. 1.200, 13 & over insertions Rs. 1.100 per insertion ; H. Pg. 1 to 12 insertions Rs. 650, 13 & over insertions Rs. 600 per insertion ; Qr. Pg. 1 to 12 insertions Rs. 350, 13 & over insertions Rs. 325 per insertion ; Back cover or inside F. Pg. in 3 colours 50% extra ; V.P.P. Panels (5.62 cms. x 5.62 cms.) 1 to 12 insertions Rs. 31, 13 to 25 insertions Rs. 29.50, 26 to 51 insertions Rs. 28.50, 52 insertions & over Rs. 27 per insertion.

Mech. Data Print area F. Pg. 30 cms. x 23.75 cms. ; H. Pg. (Horizontal) 15 cms x 23.75 cms. ; (Vertical) 30 cms. x 11.25 cms. ; Qr. Pg. 15 cms. x 11.25 cms. ; Since the publication is printed by Photo-

gravure process original designs & photographs are preferred, as Blocks and Stereos are unsuitable for satisfactory reproduction.

Gen. Inf. Estd. 1950 ; Ed. (Dr.) Dharmavir Bharati ; Ad. Mgr. T. S. Ramnath ; Pubd. by Bennett, Coleman & Co. Ltd. ; Policy : General Pictorial Hindi magazine ; Member : IENS.

Cir. ABC (July-Dec '64) 1,07,688 (PR 81,554).

HINDVASI

Sindhi Weekly ; Sundays ; 16P ; Add. 19-21 Hamam St., Fort, Bombay-1 (Mh.) ; Grams : HINDSINDHI ; Phones 253362, 255485.

Ad. Rates Casual upto 499 cms. Rs. 3 s.c.cm. ; Contract 500 cms. & over Rs. 2.50 s.c.cm. ; Entertainment ads. Rs. 2.50 s.c.cm. ; Public Notices etc. (In Sindhi) Rs. 4 s.c.cm. ; (in English) Rs. 5 s.c.cm. ; Spl. pos. Back Pg. 50% extra ; Inside cover Pages 25% extra ; Front Pg. ad. not accepted.

Mech. Data Pages 24 ; Size 37 cms. x 24 cms. ; Print area 33 cms. x 18.75 cms. ; n.c. 4 ; c.l. 33 cms. ; c.w. 4.9 cms. ; Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1939 ; Ed. Mansingh Chuhermal ; Ad. Mgr. H. U. Sadarangani ; Pubd. by Bombay Printers Ltd. ; Policy : Independent.

Cir. ABC (July-Dec. '64) 20,807 (PR 19,748).

INSAF

Gujarati Weekly ; 20P ; Add. Manek Chambers, Naaz Compound, Lamington Rd., Bombay-4 (Mh.).

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract 250 cms. to 625 cms. Rs. 1.40 s.c. cm. ; 626 cms. to 1,250 cms. Rs. 1.20 s.c.cm. ; 1,251 cms. & over Re. 1 s.c.cm. ; Legal & Public Notices etc. Rs. 2. s.c. cm.

Mech. Data Size 45 cms. x 27.5 cms. ; Print area 37.5 cms. x 24 cms. ; n.c. 5 ; c.l. 37.5 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1920 ; Ed. A. A. Vasi ; Policy : General Weekly.

Cir. PR 2,494.

JAGRITI

Sindhi Weekly ; Sundays ; 10P ; Add. 546 Bazar Rd., Bandra, Bombay-50 (Mh.) ; Phone 533807.

Ad. Rates Flat Rate Rs. 1.60 s.c.cm.

Mech. Data Pages 12 ; Size 36 cms. x 25 cms. ; Print area 31.50 cms. x 20 cms. ; n.c. 4 ; c.l. 31.50 cms. ; c.w. 5 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. & Pub. (Miss) Drupadi Gidwani ; Ad. Mgr. G. Gul ; Policy : Sindhi Cultural Weekly.

Cir. 5,869 Cc (PR 5,188).

JANASHAKTI

Marathi Weekly ; 10P ; Add. 200 Navi Peth ; Jalgaon (Mh.).

Ad. Rates Upto 249 cms. Rs. 1.50 s.c.cm. ; 250 cms. to 1,249 cms. Re. 1 s.c.cm. ; 1,250 cms. & over 80 P. s.c.cm. ; Public Notices Rs. 1.60 s.c.cm. ; Company Reports & Prospectuses Rs. 2.50 s.c.cm. ; Front Pg. (10 cms. x 7.5 cms.) Rs. 30, Last Pg. Rs. 1.20 per insertion.

Mech. Data Pages 8 ; Size 32 cms. x 22 cms ; Print area 28 cms. x 18 cms. ; n.c. 3 ; c.l. 28 cms. ; c.w. 6 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956 ; Ed. Brijlal Patel ; Ad. Mgr. S. B. Patil, Pubd. by Dist. Samyukta Socialist Party ; Policy : Socialist.

Cir. 4,000 Cc. (PR 1,900).

JANMABHOOMI-PRAVASI ABC Gujarati Weekly ; Sundays ; 20P ; Add. Janmabhoomi Bhavan, 24 Ghoga St., Fort, Bombay-1 (Mh.) ; Grams : JANMABHUMI ; Phones (Ad.) 253438, (Gen.) 255751.

Ad. Rates Casual upto 250 cms. Rs. 5 s.c.cm. ; Contract 251 cms. & over Rs. 4 s.c.cm. ; Govt. & Municipal Announcements, Legal & Public Notices, Tenders, Company Speeches, Balance Sheets etc., Rs. 5 s.c.cm. ; Panels : Front or Last Pg. Casual Rs. 45 per panel ; Contract 52 panels Rs. 49 per panel ; Spl. pos. Front Pg. 100% extra ; Last

Pg. Cartoon Pg. or Pg. Opp. editl. 50% extra ; Any other guaranteed pos. 25% extra ; Ads. in languages other than Gujarati 50% extra.

Mech. Data Pages 14 to 16 ; Size 58 cms. x 42 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Stereos (unmounted) and Mats accepted.

Gen. Inf. Estd. 1939 ; Eds. Ravishankar Mehta & Manubhai Mehta ; Ad. Mgr. L. M. Barot ; Pubd. by Saurashtra Trust ; Policy : Nationalist Congress ; IENS, ILNA & AINEC.

Cir. ABC (July-Dec. '64) 61,482 (PR 64,169).

KAISER-I-HIND

Anglo-Gujarati Weekly ; Sundays ; 50P ; Add. Kaiser Chamber, Town Hall Rd., Bombay-1 (Mh.) ; Grams : HIND-KAISER ; Phone 251710.

Ad. Rates Upto 400 cms. Rs. 1.40 s.c.cm. ; 401 cms. to 800 cms. Rs. 1.20 s.c.cm. ; 801 cms. to 1,250 cms. Re. 1 s.c.cm. ; 1,251 cms. & over 80P s.c.cm. ; Notices & Announcements Rs. 2 s.c.cm. ; Entertainments Rs. 1.20 s.c.cm. ; Spl. pos. 25% extra.

Mech. Data Pages 36 ; Size 43.18 cms. x 27.94 cms. ; Print area 37 cms. x 22 cms. ; n.c. 4 ; c.l. 37 cms. ; c.w. 5.5 cms. ; Screen 60 ; Stereos accepted.

Gen. Inf. Estd. 1881 ; Ed. & Pub. J.E. Heerjibhedini ; Ad. Mgr. J.D. Dajee ; Policy : Independent.

Cir. 5,758 Cc (PR 5,164)

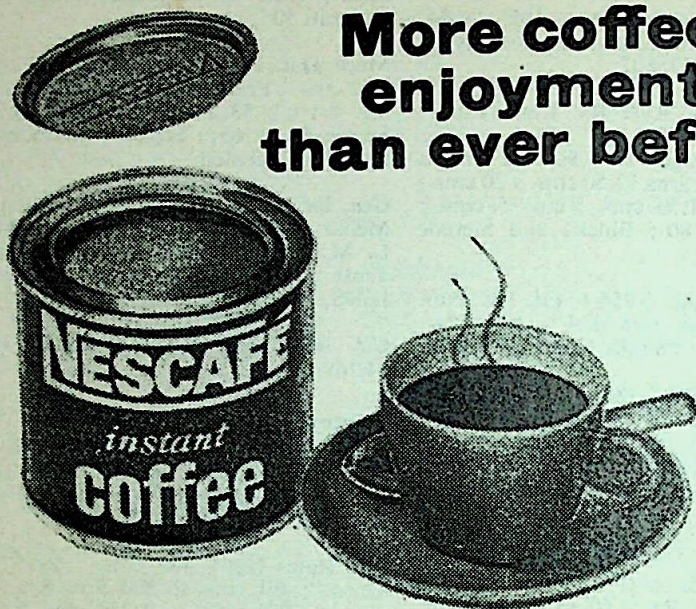
LOKMAT

Marathi Bi-weekly ; Sundays & Wednesdays ; (Sundays) 12P ; (Wednesdays) 6P ; (yearly subs. Rs. 10) Add. Prithivi Vandan, Yeotmal (Mh.) ; Grams : LOKMAT ; Phone 22.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract upto 500 cms. Rs. 1.40 s.c.cm. ; 501 cms. to 1,250 cms. Rs. 1.20 s.c.cm. ; 1,251 cms. & over Re. 1 s.c.cm.

Mech. Data Pages (Sundays) 8, (Wednesdays) 4 ; Size 45 cms. x 28.75 cms. ; Print area 37.5 cms. x 23 cms. ; n.c. 5 ;

**More coffee
enjoyment
than ever before**



only Nescafé

brings you all that rich coffee flavour!

Nescafé is prepared from the choicest coffee beans...skilfully blended and roasted—specially for you—Open the tin...relish that satisfying aroma of freshly roasted coffee beans—the beans which give Nescafé instant coffee its superb flavour...make it so full-bodied, so robust, so deliciously good. Buy some today.

Made in just
5 seconds



NESCAFÉ*

India's finest coffee .. 100% pure

**NESCAFÉ is a registered trade mark to designate Nestlé's instant coffee.*

NESTLÉ

A NESTLÉ PRODUCT

c.l. 37.5 cms. ; c.w. 4.5 cms. ; Screen 60 to 80 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1918 ; Ed. Jawaharlal Darda ; Pubd. by Hind Construction Co. ; Policy : Nationalist.

Cir. 6,048 Cc (PR 3,654).

LOKAWARTA

Marathi Weekly ; 8P ; Add. 1028, Near Oak Talim, Nasik (Mh.) ; Phone : 552.

Ad. Rates 1 to 200 cms. Re. 1 s.c.cm. ; Contract: 200 cms. & over 80P. s.c.cm. ; Legal & other Public notices Rs. 1.20 s.c.cm. ; Entertainment 60P. s.c.cm.

Mech. Data Pages 12 ; Size 43.5 cms. x 28 cms. ; Print area 40 cms. x 25 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Ed. Jitmal Ganeshmal Chhajer ; Pub. (Mrs.) Rajmati Chhajer.

Cir. 3,451 (PR 3,483).

NAVA KONKAN WEEKLY

Marathi Weekly ; 12P ; Add. Nava Konkan, Tilak Lane, Ratnagiri (Mh.).

Ad. Rates 2.5 cms. to 249 cms. Rs. 1.20 s.c.cm. ; 250 cms. & over Re. 1 s.c.cm. ; Public Notices Rs. 1.20 s.c.cm. ;

Mech. Data Size 40 cms. x 27.5 cms. ; Print area 38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Ed. M. D. Joshi ; Policy : Propagation of the ideals of World peace, Bhudan Philosophy, Social equality, removal of exploitation in any form & national integration.

Cir. 3,022 Cc (PR 3,047 Uncertified).

RASARANG

ABC Marathi Weekly ; 30P ; Add. 797 Agra Rd., Nasik (M.) ; Grams: RASARANG ; Phone 45.

Ad. Rates Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion ; Contract 6 insertions & over F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion ; Rates for cover Pages & spl. pos. on application.

Mech. Data Pages 38 ; Size 25 cms. x 18.75 cms. ; Print area 22.5 cms. x 15 cms. ; n.c. 3 ; c.l. 22.5 cms. ; c.w. 5 cms. ; Screen 75 to 100 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958 ; Ed. A. D. Potnis ; Sole Advtg. Agents : M/s. Maharashtra Advertisers, Nasik ; Pubs. A. D. Potnis & (Mrs.) V. D. Potnis ; Policy : Devoted to Screen, Drama, Sports, etc.

Cir. ABC (July-Dec. '64) 16,664 (PR 18,188).

SANDESH

Marathi Weekly ; 6P ; Add. 4351 Gujar Lane, Ahmednagar ; (Mh.) ; Grams : SANDESH ; Phone 30.

Ad. Rates Flat rate Rs. 1.20 s.c.cm.

Mech. Data Pages 8 to 10 ; Size 37.50 cms. x 25 cms. ; Print area 30 cms. x 20 cms. ; n.c. 4 ; c.l. 30 cms. ; c.w. 5 cms. ; Screen 60 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939 ; Ed. & Pub. D. R. Nisal ; Ad. Mgr. P. D. Nisal ; Policy : Nationalist.

Cir. 3,500 Cc (PR 3,500).

SUKHANI

Gujarati Weekly ; Saturdays ; 25P ; Add. Gul Bahar Rd., Behind Metro Cinema,

GOOD WINE NEEDS NO BUSH

THE HITAVADA

English Daily, NAGPUR & BHOPAL with largest net A.B.C. certified sales among all English newspapers in Madhya Pradesh, Vidarbha and Central India.

Does NOT require Advertising.
Its name is an advertisement itself.

Bombay-1 (Mh.) ; & 94, Mint Rd., Fort Market, Bombay-1 ; Grams : PATRAKAR ; Phones 241843 & 262117.

Ad. Rates 1 to 250 cms. Rs. 2 s.c.cm. ; 251 cms. to 750 cms. Rs. 1.80 s.c.cm. ; 751 cms. & over Rs. 1.60 s.c.cm. ; Front Pg. 100% extra : Last Pg. 50% extra.

Mech. Data Pages 16 ; Size 43 cms. x 29 cms. ; Print area 37 cms. x 25 cms. ; n.c. 5 ; c.l. 37 cms. ; c.w. 4.8 cms. ; Screen 75 ; Blocks and Stereos. accepted.

Gen. Inf. Estd. 1961 ; Ed. & Pub. Mohanlal Mehta Sopan ; Policy : Political & Cultural.

Cir. 12,000 Cc (PR 11,251).

SAPTAHIK GAVAKARI ABC
Marathi Weekly ; Sundays ; 13P; Add. 797 Agra Rd., Nasik (Mh.) ; Grams : GAVAKARI ; Phone 45.

Ad. Rates Display ads. Ord. pos. Contract upto 250 cms. Rs. 2 s.c.cm. ; 251 cms. & over Rs. 1.75 s.c.cm. ; Legal & Public Notices, Prospectuses etc. Rs. 2 s.c.cm. ; Entertainments Rs. 1.50 s.c.cm. ; Books ads. Re. 1 s.c.cm. ; Panels & ad. on Front Pg. not accepted.

Mech. Data Pages 16 ; Print area 24 cms. x 35 cms. ; n.c. 5 ; c.l. 35 cms. ; c.w. 4.87 cms. ; Screen 60 ; Blocks & Stereos accepted.

Gen. Inf. Estd. 1938 ; Ed. Pub. D. S. Potnis ; Gen. Mgr. R. G. Shukla ; Sole Ads. Agents : M/s. Maharashtra Advertisers, Nasik ; Policy : Nationalist ; Member : AINEC.

Cir. ABC (July-Dec. '64) 18,089 (PR 17,874).

SUNDAY LOKASATTA ABC
Marathi Weekly ; Sundays ; 13P; Add. Newspaper House, Sassoon Dock, Colaba, Bombay-5 (Mh.) ; Grams : LOKASATTA ; Phones 212881-87.

Ad. Rates Ord. pos. upto 250 cms. Rs. 11 s.c.cm. ; Contract 250 cms. & over Rs. 9.40 s.c.cm. ; Front Pg. (min. 5 cms. x 2 cols., max. 25 cms. x 3 cols.) 50% extra ; Back Pg. 25% extra ; Any other guaranteed pos 25% extra ; Ads. in other languages 50% extra ; Govt., State & Municipal Announcements, Legal & Public Notices, Tenders, Company Prospectuses etc. Rs. 12 s.c.cm. ; Front Pg.

panels (7.5 cms. x 6 cms.) 1 to 19 panels Rs. 85 per panel ; Contract: 20 panels & over Rs. 75 per panel ; Inside Pg. Panels 1 to 19 panels Rs. 45 per panel ; Contract : 20 panels & over Rs. 40 per panel ; Colour ads. rates on application.

Mech. Data Pages 10 ; Size 55 cms. x 42 cms. ; Print area 53 cms. x 40 cms. ; n.c. 8 ; c.l. 5 cms. ; c.w. 4.87 cms. ; Screen 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1948 ; Ed. H. R. Mahajani, Gen. Mgr. T.S. Krishnan ; Ad. Mgr. C. A. Narayan ; Pud. by Indian Express Newspapers Ltd., Policy : Independent ; Member : IENS & AINEC.

Cir. ABC (July-Dec '64) 1,66,555.

SUNDAY SAKAL ABC
Marathi Weekly ; Sundays ; 12P; Add. 595 Budhwar Peth, Poona-2 (Mh.) ; Grams : SAKAL ; Phone 56166.

Ad. Rates Casual : Rs. 3.20 s.c.cm. ; Contract : 250 cms. to 499 cms. Rs. 2.60 s.c.cm. ; 500 cms. & over Rs. 2.40 s.c.cm. ; Govt. ads. & Public Notices Rs. 3.20 s.c.cm. ; Front Pg. top panels Rs. 27 per panel.

Mech. Data Pages 10 ; Size 41.25 cms. x 56.87 cms. ; Print area 52.5 cms. x 40 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 40 to 60 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1939 ; Ed. (Dr.) N. B. Parulekar ; Ad. Mgr. H. V. Tadphale ; Pubd. by Sakal Papers Pvt. Ltd., Policy : Independent Nationalist ; Member : IENS & ILNA.

Cir. ABC (July-Dec, '64) 78,947.

SWARAJ ABC
Marathi Weekly ; Saturdays ; 13P; Add. 595 Budhwar Peth, Poona-2 (Mh.) ; Grams : SWARAJ ; Phone 55000.

Ad. Rates Casual Rs. 2 s.c.cm. ; Contract 250 cms. & over Rs. 1.60 s.c.cm. ; Prospectuses, Govt. ads., Legal Notices, etc. Rs. 2.20 s.c.cm. ; Centre Pg. panels Rs. 15 per panel ; Back Pg. panel Rs. 12 per panel.

Mech. Data Pages 16 ; Size 42 cms. x 29 cms. ; Print area 39 cms. x 25 cms. ; n.c. 5 ; c.l. 39 cms. ; c.w. 5 cms. ; Screen 60 to 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1936 ; Ed. Dr. N. B. Parulekar ; Ad. Mgr. H. V. Tadphale ; Pubd. by Bombay Papers Ltd. ; Policy : Independent, Member : IENS.

Cir. ABC (July-Dec. '64) 47,225 (PR 46,334).

THANA SAMACHAR

Marathi Weekly ; 8P ; Add. 117, Jambhali Naka, Thana (Mh.).

Ad. Rates 1 to 200 cms. Re. 1 s.c.cm. ; Contract : 200 cms. & over 80P s.c.cm. ; Legal & Public notices Rs. 1.20 s.c.cm. ; Entertainment 60P s.c.cm.

Mech. Data Pages 8 ; Size 43.5 cms. x 28 cms. ; n.c. 5 ; c.l. 40 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Ed. Jitmal Ganeshmal Chhajed ; Pub. (Mrs.) Rajmati Chhajed.

Cir. 1,412.

URVASHI

Hindi Weekly ; 25P ; Add. Manek Chambers, Lamington Rd., Bombay-4 (Mh.) ; Grams: TRADE-GUIDE ; Phone 71306.

Ad. Rates Casual Rs. 3 s.c.cm. ; Contract Rs. 2.50 s.c.cm.

Mech. Data Pages 9 ; Size 56.5 cms. x 44 cms. ; Print area 51.5 cms. x 39 cms. ; n.c. 8 ; c.l. 51.5 cms. ; c.w. 4.5 cms. ; Screen 65 ; Stereos and Mats accepted.

Gen. Inf. Estd. 1959 ; Ed. Ramraj K. Nahta ; Ad. Mgr. Pawan Kumar ; Pubd. by Urvashi Prakashan ; Policy : Film Weekly.

Cir. PR 12,805.

VIVEK WEEKLY

ABC

Marathi Weekly ; Pubd. simultaneously from Bombay & Aurangabad ; 20P ; Add. 396 Cadell Rd., Prabhadevi, Bombay-28 (Mh.) ; Phone 63440 ; Aurangabad edn. : Supari Maruti Rd.

Ad. Rates Bombay & Aurangabad combined edns. Casual Rs. 2 s.c.cm. ; 200 cms. to 400 cms. Rs. 1.80 s.c.cm. ; 401 cms. to 1,000 cms Rs. 1.60 s.c.cm. ; Legal Announcements & Public Notices Rs. 2.50 s.c.cm. ; Panels ; Front Pg. (10 cms. x 7 cms.) Rs. 40 per insertion ;

Back Pg. (6 cms. x 5 cms.) Rs. 15 per insertion ; Bombay edn. Casual : Rs. 1.60 s.c.cm. ; 200 cms. to 400 cms. Rs. 1.40 s.c.cm. ; 400 cms. to 1,000 cms. Rs. 1.20 s.c.cm. ; panels Front Pg. (10 cms. x 7 cms.) Rs. 30 per insertion ; Back Pg. Rs. 12 per insertions.

Mech. Data Pages 12 ; Size 41.25 cms. x 27.5 cms. ; Print area 37.5 cms. x 25 cms. ; n.c. 5 ; c.l. 37.50 cms. ; c.w. 5 cms. ; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948 Ed. V. V. Nene ; Ad. Mgr. K. G. Kelkar ; Pubd. by Hindustan Prakashan Society.

Cir. (July-Dec. '64) Not available (PR Bombay 9,149, Aurangabad edn. 735).

VYAPAR

ABC

Gujarati Bi-weekly ; Saturdays & Wednesdays ; (Saturdays) 25P ; (Wednesdays) 15Ps Add. Janmabhoomi Bhavan, 24 Ghoga St., Bombay-1 (Mh.) ; Grams: JANMABHUMI ; Phone 253438.

Ad. Rates Casual upto 150 cms. Rs. 3.50 s.c.cm. ; Contract 151 cms. & over Rs. 3 s.c.cm. ; Government & Municipal Announcements, Legal & Public Notices, Company Prospectuses etc. Rs. 4 s.c.cm.

Mech. Data Pages 8 to 12 ; Size 58 cms. x 42 cms. ; Print area 53 cms. x 39 cms. ; n.c. 8 ; c.l. 53 cms. ; c.w. 4.87 cms. ; Screen 60 to 65 ; Mats and Stereos accepted.

Gen. Inf. Estd. 1949 ; Ed. H. Z. Gilani ; Ad. Mgr. L. M. Barot ; Pubd. by Saurashtra Trust ; Policy : Devoted to Finance, Commerce & Trade ; Member: IENS, ILNA & AINEC.

Cir. ABC (July-Dec '64) 15,525 (PR 15,570).

OTHER PERIODICITIES

English

ALPHA NEWS DIGEST

English Fortnightly ; 10P ; Add. College of Journalism, Advertising & Printing, Bharatiya Vidya Bhavan, Chowpaty Road, Bombay-7 (Mh.) ; Grams : BHAVIDYA ; Phone 78702.

Ad. Rates Casual Upto 250 cms. Rs.1.50 s.c.cm. ; Contract 251 cms. to 500 cms.

Re. 1. s.c.cm. ; 501 cms. & over 75P s.c.cm. (Total space to be used within 12 months) ; Entertainment Re. 1 s.c.cm. ; Spl. pos. : Front Pg. 100% extra, Last Pg. 50% extra, Inside Pages 25% extra ; 50% extra for each colour.

Mech. Data Pages 4 ; Size 44 cms. x 28.5 cms. ; Print area 38 cms. x 25 cms. ; n.c. 5 ; c.l. 38 cms. ; c.w. 5 cms. ; Screen 65 to 75 ; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1963 ; Exec. Ed., Joseph John ; Ad. Mgr. U. Radhakrishna Rao ; Policy : Student journal covering Indian and World news.

Cir. 400 Cc (PR Not available)

ALPHA MONTHLY

English Monthly ; 50P ; Add. College of Journalism, Advertising & Printing, Bharatiya Vidya Bhavan, Chowpaty Road, Bombay-7 (Mh.) ; Grams: BHAVIDYA ; Phone 78702.

Ad. Rates Back Cover Rs. 175, 2nd cover Rs. 150, 3rd cover Rs. 125 per insertion ; Inside F. Pg. Rs. 100, H.Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion ; 50% extra on display rates for each colour

Mech. Data Pages 26 ; Size 24.8 cms. x 18.7 cms. ; Print area 20 cms. x 143 cms. ; n.c. 2 ; c.l. 20 cms. ; c.w. 7 cms. ; Screen 65 to 75 ; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1964 ; Exec. Ed., Joseph John ; Ad. Mgr. U. Radhakrishna Rao ; Policy : House Journal—to study and promote mass communication arts and media.

Cir. 400 Cc (PR Not available)

ALPHA ANNUAL

English & Hindi Annual ; Distributed Free ; Add. College of Journalism, Advertising & Printing, Bharatiya Vidya Bhavan, Chowpaty Road, Bombay-7 (Mh.) ; Grams: BHAVIDYA ; Phone: 78702.

Ad. Rates Back cover (1 colour) Rs. 300, 2nd cover Rs. 250, 3rd cover Rs. 225 ; Inside F.Pg. Ts. 150, H.Pg. Rs. 80 ; F. Column Rr. 60, H.Column Rs. 35

per insertion) ; 25% extra for each extra colour on Cover Pages.

Mech. Data Pages 114 ; Size 27.3 cms. x 22.2 cms. ; Print area 22.5 cms. x 17.4 cms. ; n.c. 3 ; c.l. 22.5 cms. ; c.w. 5.75 cms. ; Screen 80 ; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1963 ; Exec. Ed., Joseph John ; Ad. Mgr. U. Radhakrishna Rao ; Policy : Student publication—covering college activities and articles of lasting interest to the profession of Journalism, Advertising, Public Relations, Marketing and Printing.

Cir. 500 Cc (PR Not available).

BHAVAN'S JOURNAL ABC English Fortnightly ; 30P ; Add. Bharatiya Vidya Bhavan, Chowpaty, Bombay-7 (Mh.) ; Grams: BHAVIDYA ; Phone 77451.

Ad. Rates Ord. Pos. F.Pg. 1 to 6 insertions Rs. 200 ; 7 to 12 insertions Rs. 180, 13 insertions & over Rs. 150 per insertion ; H.Pg. 1 to 6 insertions Rs. 110, 7 to 12 insertions Rs. 95, 13 insertions & over Rs. 80 per insertion ; Qr. Pg. 1 to 6 insertions Rs. 60, 7 to 12 insertions Rs. 55, 13 insertions and over Rs. 50 per insertion ; Spl. pos. rates & cover Pg. rates on application.

Mech. Data Pages 80 ; Size 18.75 cms. 13.75 cms. ; Print area 15 cms. x 10.63 cms. ; n.c. 2 ; c.l. 15 cms. ; c.w. 5 cms. ; Screen 65 for inside Pg. & 100 for covers ; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1954 ; Ed. S. Ramakrishnan ; Ad. Mgr. A.C. Daniels & K.S. Sankaran ; Pubd. by Bharatiya Vidya Bhavan ; Policy : Devoted to Life, Literature and Culture ; Member : IENS.

Cir. ABC (Jan.—Dec. '64) Not available (PR 35,165)

BUSINESS DIGEST OF INDIA English Monthly ; Rs. 2 (yearly subs. Rs. 24.) Add. Lotus House, Marine Lines, Bombay-1 (Mh.) ; Grams : BISSDIGEST ; Phone 241457.

Ad. Raets On application.

Mech. Data Pages 54 ; Size 22.8 cms. x 27.9 cms.; Print area 22.8 cms. x 17.7 cms. ; Screen 100.

Gen. Inf. Estd. 1953 ; Ed. S.A. Thakur ; Pubd. by Business Digest Publishing Co. ; Policy : Business information.

Cir. Not available.

DINER'S CLUB MAGAZINE

English Monthly; 75P; Add. Vulcan Insurance Bldg.; Vir Nariman Rd., Bombay-1 (Mh.); Grams : DINCLUB; Phone 243642.

Ad. Rates F. Pg. Rs. 400, 2/3 Pg. Rs. 270, H.Pg. Rs. 200, 1/3 Pg. Rs. 140; Double panel Rs. 80, Single panel Rs. 40 per insertion ; Covers outside back Rs. 750, Inside front Rs. 550, Inside back Rs. 500 per insertion.

Mech. Data Pages 36 to 40 ; Size 27.5 cms. x 21 cms. ; Print area 24 cms. x 17.5 cms. ; n.c. 3 ; c.l. 24 cms. ; c.w. 5.5 cms. ; Screen upto 120 ; Mats and Stereos accepted.

Gen. Inf. Ed. D.N.Razdan ; Mg. Ed. & Pub. Kali H. Mody ; Policy : General Society Magazine.

Cir 6,500 Cc (PR Not available).

DIPIKA

English Monthly ; 50P; (yearly subs. Rs. 5); Add. Nawab Bldg., 2nd Floor, 327 Dadabhai Naoroji Rd., Bombay-1 (Mh.) ; Phone 254513.

Ad. Rates Ord. pos. Casual F. Pg. Rs. 200, H.Pg. Rs. 125, Qr. Pg. Rs. 70 per insertion ; Contract 6 insertions : F. Pg. Rs. 175, H.Pg. Rs. 115, Qr. Pg. Rs. 65 per insertion ; Contract 12 insertions : F.Pg. Rs. 165, H.Pg. Rs. 100, Qr. Pg. Rs. 60 per insertion ; Back cover Casual Rs. 350 ; Contract 6 insertions Rs. 325, 12 insertions Rs. 300 per insertion ; Inside cover pages Casual Rs. 250 ; Contract 6 insertions Rs. 235, 12 insertions Rs. 225 per insertion.

Mech. Data Pages 56 ; Size 23.81 cms. x 18.41 cms.; Print area 20.32 cms. x 15.24 cms. ; n.c. 2 ; c.l. 20.32 cms. ; c.w. 7.62 cms. ; Screen 65 ; Blocks and Stereos accepted.

3

Outstanding Journals to Carry

YOUR SALES
MESSAGE

BHAVAN'S JOURNAL

....ENGLISH FORTNIGHTLY.....

BHARATI

....HINDI FORTNIGHTLY.....

SAMARPAN

....GUJARATI FORTNIGHTLY.....



Published By:—

BHARATIYA VIDYA BHAVAN
CHOWPATTY, BOMBAY-7.

Genl Inf. Estd. 1956 Eds. & Pubs. Dhirendra Chandra Home & Mrs. Susheela R. Patel ; Ad. Mgr. Susheela R. Patel ; Policy : Independent.

Cir. Not available.

FEMINA

ABC

English Fortnightly; 50P; Add. Times of India Bldg., Dr. Dadabhai Naoroji Rd., Bombay-1 (Mh.); Grams : INDIANA; Phone 268271.

Ad. Rates Upto 499 cms. Rs. 12 s.c.cm.; Contract 500 cms. & over Rs. 10 s.c.cm.; Colour ads. min. F.Pg. 100% extra. (Ad. accepted for F. Pg., H. Pg. & Qr. Pg. only).

Mech. Data Pages 48 ; Print area F. Pg. 30 cms. x 23.75 cms. ; H.Pg. (Horizontal) 15 cms. x 23.75 cm. ; (Vertical) 30 cms. x 11.25 cms. ; Qr. Pg. 15 cms. x 11.25 cms. ; As the magazine is printed by Photogravure original designs & photographs are preferred as Blocks and Stereos are not suitable for reproduction.

Gen. Inf. Estd. 1959 ; Ed. Dr. K.D. Jangiani ; Ad. Mgr. T.S. Ramnath ; Pubd. by Bennett, Coleman in & Co. Ltd.; Policy : Women's pictorial magazine ; Member : IENS.

Cir. ABC (July-Dec. '64) 65,626 (PR 45,774)

FILMFARE

ABC

English Fortnightly (alternate Fridays), 75P; Add. Times of India Bldg., Dadabhai Naoroji Rd., Bombay-1 (Mh.); Grams : INDIANA ; Phone 268271.

Ad. Rates F. Pg. 1 to 12 insertions Rs. 1,650 per insertion ; Contract 13 insertions & over Rs. 1,500 per insertion, H. Pg. 1 to 12 insertions Rs. 900 per insertion. : Contract 13 insertions & over Rs. 800 per insertion ; Qr. Pg. 1 to 12 insertions Rs. 500 per insertion ; Contract 13 insertions & cover Rs. 450 per insertion; Colour pages Rs. 3,000 per insertion.

Mech. Data Pages 56 ; Size 32.5 cms. x 25 cms.; Print area 30 cms. x 24 cms.; F. Pg. 30 cms. x 23.75 cms. ; H.Pg. upright 30 cms. x 11.25 cms. ; Across 15 cms. x 23.75 cms.; Qr. Pg. 15 cms. x 11.25 cms.; As Filmfare is printed in photogravure, it is preferable to submit

original sketches & photographs, as Blocks and Stereos are unsuitable for reproduction.

Gen. Inf. Estd. 1952 ; Ed. B.K. Karanjia ; Ad. Mgr. T.S. Ramnath ; Pubd. Bennett, Coleman & Co. Ltd., Policy : Promotion of Film Industry ; Member : IENS.

Cir. ABC (July-Dec. '64) 1,24,629 (PR 1,15,797).

FORUM

English Monthly ; 50P; yearly subs. (Inland) Rs. 6, (Foreign) £ 1. Add. Bharat House, 104 Apollo St., Fort, Bombay-1. (Mh.); Grams : FORUM ; Phone 252096.

Ac. Rates Ord. pos. F. Pg. Rs. 300, H. Pg. Rs. 160 per insertion; Rs. 5 s.c.cm. for smaller space; Spl. pos. Centre spread Rs. 1,000, Front & Back inside covers Rs. 400 each, Back cover Rs. 600 per insertion.

Mech. Data Pages 30 to 40 ; Size 26.87 cms. x 20.62 cms.; Print area 22.5 cms. 16.25 cms.; n.c. 3; c.l. 21.87 cms.; c.w. 5 cms.; Screen (cover) 120, (Inside) 80; Mats and Stereos accepted.

Gen. Inf. Estd. Weekly 1943, Monthly 1956; Ed. Jaachim Alva; Ad. Mgr. A. M. Kuruvilla; Pubd. by Chittaranjan Publishers Trust; Policy: Nationalist, devoted to current events, both national & international.

Cir. 3,000 Cc (PR Not available).

GLAMOUR

English Annual, Rs. 2.50; Add. Nagpada Neighbourhood House, Byculla, Bombay-8 (Mh.); Grams: MANAGEMENT; Phone 40561.

Ad. Rates Inside Pages: F. Pg. Rs. 300, H. Pg. Rs. 160; Qr. Pg. Rs. 90, Centre spread Rs. 1,000 per insertion; Cover Pages: First cover Rs. 700, 2nd cover Rs. 500, 3rd cover Rs. 400, 4th cover Rs. 600; Panels Rs. 60; 10% discount for Contract for one year.

Mech. Data Pages 120; Size 28 cms. x 21.5 cms.; Print area 23 cms. x 18 cms.; n.c. 3; c.l. 23 cms.; c.w. 5.4 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Ed. K. S. Gupta; Pubd. by The Business Associates Pvt. Ltd., P.O. Box 2394, Bombay-2 (Mh.); Policy: Official organ of Bharat Nari Kalyan Samaj, Bombay.

Cir. 5,000 Cc (PR Not available).

GLOBE TRADE

English Monthly; (yearly subs Rs. 13); Add. Opp. Municipal School, Chandanwadi, Bombay-1 (Mh.); Grams: GLOBETRADE.

Ad. Rates Casual Rs. 12 s.c.cm. (18 Sh.); Contract 150 cms. & over Rs. 10,80 s.c.cm. (Sh. 16/3d. or U.S. dollar 2.27) Classified ads. 25 words Rs. 13 (£ 1.) Each additional word 60P.

Mech. Data Pages 16; Size 39 cms. x 28.5 cms.; Print area 35 cms. x 25 cms.; n.c. 5; c.l. 35 cms.; c.w. 5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. L. A. Mahbubani; Ad. Mgr. R. Keni; Policy: International Trade.

Cir. Not available.

GOLCHHA'S SOUVENIR OF THE INDIAN NATIONAL CONGRESS

English Annual; Rs. 2; Add. Sunder Nagar, Sadar Bazar, Nagpur-1 (Mh.); Grams: GOLCHHACO; Phone 4491.

Ad. Rates Ord. F. Pg. Rs. 250 H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion; Cover Pages: 2nd cover Rs. 1,000, 3rd cover Rs. 800; Last cover Rs. 2,000 per insertion; Colour ad. rates on application.

Mech. Data Size 23.75 cms. x 17.50 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 7.5 cms.; Screen 85; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. B. J. Golchha Jain; Ad. Mgr. (Miss) Saroj Reddy; Policy: Nationalist.

Cir. 9,500 Cc (PR Not available).

IMPRINT

English Monthly; Rs. 1.50 (yearly subs. Rs. 18); Add. 163-B, Colaba Rd., Colaba, Bombay-5 (Mh.); Phones 212850, 213574.

Ad. Rates F. Pg. Black & White Rs. 850; 25% extra for additional colours;

Rs. 2,200, for 4 colours; process text page; Rs. 2400, Rs. 2300 & Rs. 2600 for inside Front, inside Back and Back covers respectively; Frequency discounts of 2½, 5, 7½ & 10% for contracts of 3, 6, 9 & 12 Pages respectively.

Mech. Data Pages 180; Size 24 cms. x 18 cms.; Print area (Bleed) 24.5 cms. x 18.5 cms.; (Non-bleed) 20.5 cms. x 14 cms.; Original art work or bromides preferred as the magazine is printed by off-set process as well as letterpress.

Gen. Inf. Estd. 1961; Ed. Glorya Edwards Hale; Gen. Mgr. Arthur Hale; Pubd. by F. & S. Distributors Pvt. Ltd.; Policy: Condensation of latest interesting books every month.

Cir. 27,000 Cc (PR 26,173).

INDIAN PEN

English Monthly; 65P; (yearly subs. Rs. 7); Add. Theosophy Hall, 40 New Marine Lines, Bombay-1 (Mh.); Grams: ARYASANGHA; Phone 243205.

Ad. Rates F. Pg. Rs. 50, H. Pg. Rs. 25, Qr. Pg. Rs. 15 per insertion.

Mech. Data Pages 36; Print area 17 cms. x 10 cms.; n.c. 1; c.l. 17 cms.; c.w. 10 cms.; Screen 60 to 85; Blocks and Stereos accepted.

Gen. Inf. Ed. Shrimati Sophia Wadia; Ad. Mgr. Iqbal Bakhtiyar; Pub. L. S. Doraiswamy; Policy: Promoting friendly relations among writers.

Cir. 1,000 Cc (PR 916).

INDUSTRIAL TIMES

ABC English Fortnightly, 50P; Add. Eve's Weekly Pvt. Ltd., Sanj Vartman Press, Apollo St., Fort, Bombay- (Mh.); Grams: EVESWEEKLY; Phones 255361-2-3.

Ad. Rates Display ads. Casual upto 499 cms. Rs. 6 s.c.cm.; Contract 500 cms. & over Rs. 5 s.c.cm.; Cover Pg. rates & other details on application.

Mech. Data Pages 40; Size 3 cms. x 25 cms.; Print area 30 cms. x 20 cms.; n.c. 4; c.l. 30 cms.; c.w. 5 cms.; Screen 80; Blocks and Mats accepted.

Gen. Inf. Estd. 1959; Ed. Subhas Rele;
Ad. Mgr. R. D. Mistry; Pubd. by Eve's
Weekly Pvt. Ltd.; Member: IENS.

Cir. ABC (July-Dec. '64) 5,868 (PR 6,000).

MARG PUBLICATIONS

English Quarterly; Rs. 6.50; Add. 34-38
Bank St., Fort, Bombay-1 (Mh.); Grams:
C/o. TATAPRESS; Phone 25-2576.

Ad. Rates F. Pg. Rs. 400, H. Pg. Rs. 225,
Qr. Pg. Rs. 125 per insertion; Outside
back cover Rs. 750, Inside covers Rs. 500
per insertion.

Mech. Data Pages 100; Size 31.88 cms. x
23.75 cms.; Print area 27 cms. x 19 cms.;
n.c. 2; c.l. 27 cms.; c.w. 9.2 cms.;
Screen 130; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. (Dr.) Mulk
Raj Anand; Proprietors Tata Sons Pvt.
Ltd.

Cir. 5,200 Cc (PR Not available).

MIRROR

ABC

English Monthly; 50P; Add. Eve's Wee-
kly Pvt. Ltd., Apollo St. Fort, Bombay-
1 (Mh.); Grams : EVESWEEKLY;
Phones 255361-2-3.

Ad. Rates Casual F. Pg. Rs. 550; Con-
tract 6 insertions Rs. 500, 12 insertions
Rs. 450 per insertion (Only F. Pg. accep-
ted).

Mech. Data Pages 120; Size 19 cms. x
14 cms.; Print area 17 cms. x 12 cms.;
n.c. 2; c.l. 17 cms.; c.w. 6 cms.; Screen
60 to 80; Stereos and Mats accepted.

Gen. Inf. Estd. 1961; Ed. R.P. Aiyar;
Ad. Mgr. R. D. Mistry; Policy: General
digest magazine; Member: IENS.

Cir. ABC (July-Dec. '64) 17,389 (PR 17,357).

MOTHER INDIA (Formerly Filmindia)

English Monthly; Rs. 3; Add. 'Dhan
Nur, Sir P. M. Rd., Fort, Bombay-1
(Mh.); Phone 261752.

Ad. Rates 3 cols. 7 cms. Pg. 1 to 250
cms. Rs. 9.60 s.c.cm.; 251 to 750 cms.
Rs. 8.80 s.c.cm.; 751 cms. & over Rs.
8 s.c.cm.; For 5 cms. 4 cols. Pages 1 to

250 cms. Rs. 7.20 s.c.cm.; 251 to 750
cms. Rs. 6.60 s.c.cm.; 751 cms. & over
Rs. 6 s.c.cm.; Rates for colour ads. &
cover Pg. on application.

Mech. Data Pages 72; Size 31.25 cms. x
25 cms.; Print area 25 cms. x 21.5 cms.;
n.c. 3; & 4; c.l. 25 cms.; c.w. 5 & 7
cms.; Screen 85 to 100; Stereos and Mats
accepted.

Gen. Inf. Estd. 1935; Ed. & Pub. Babu-
rao Patel; Ad. Mgr. S. Patel.

Cir. 10,500 Cc (PR 6,430).

ONLOOKER

ABC

English Fortnightly; Re. 1; Add. 20-G
Sleater Rd., Bombay-7 (Mh.); Grams:
ONLOOKER; Phone 75530.

Ad. Rates Upto 360 cms. Rs. 9 s.c.cm.;
Contract 360 cms. & over Rs. 8 s.c.cm.;
Casual: F. Pg. Rs. 1,080, H.Pg. Rs. 540,
Qr. Pg. Rs. 270 per insertion; Contract;
F. Pg. Rs. 960, H. Pg. Rs. 480, Qr. Pg.
Rs. 240 per insertion; Cover Pgs. Con-
tract: Front cover panels in colours
single panel Rs. 300, double panel Rs.:
600, 3 panels Rs. 800 per insertion;
Inside Front & Outside Back covers
33-1/3% extra; Inside Back cover 25%
extra; Colour ads. Rs. 150 extra for each
colour in addition to black.

Mech. Data Pages 40 to 48; Size 32.5
cms. x 25 cms.; Print area 30 cms. x 21
cms.; c.l. 30 cms.; c.w. 5 cms.; Screen
133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939; Ed. (Mrs.) F. N.
Kanga; Ad. Mgr. A. Balakrishnan;
Pubd. by Onlooker Publications Pvt.
Ltd.; Policy: Society & Fashion maga-
zine; Member: IENS.

Cir. ABC (July-Dec. '64) 6,414 (PR 6,703).

OUR TIMES

English Monthly; 50P; (yearly subs.
Rs. 4.75); Add. P.O. Box No. 35, Salisbury
Park, Poona-1 (Mh.); Grams: WATCH-
MAN; Phone 24164.

Ad. Rates On application.

Mech. Data Pages 20; Size 28 cms. x
22 cms.; Print area 23 cms. x 18 cms.;
n.c. 2 or 3; Screen 100.

Gen. Inf. Estd. 1959; Ed. T. R. Torkelson; Pubd. by Oriental Watchman Publishing House.

Cir. 12,000 Cc (PR 12,500).

POINTER

English Fortnightly; 15 P; Add. Perviz Mansion, Cumballa Hill, Bombay-26 (Mh.).

Ad. Rates On application.

Mech. Data Pages 12; Size 27.5 cms. x 21.5 cms.; Print area 18 cms. x 23.5 cms.; n.c. 3; c.l. 23.5 cms.; c.w. 5.5 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Ed. Riaz; Policy: Devoted to films & music.

Cir. 5,000 Cc (PR Not available).

PURPOSE

English Monthly; Re. 1; Add. Manu Mansions, 16 Old Custom House Rd., Bombay-1 (Mh.).

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; Covers: Back cover Rs. 700, 2nd cover Rs. 500, 3rd cover Rs. 450; Colour ads. 25% extra for each additional colour.

Mech. Data Pages 48; Size 27.5 cms. x 22.5 cms.; Print area 24 cms. x 17.5 cms.; n.c. 3; c.l. 24 cms.; c.w. 5.5 cms.; Screen 85; Mats and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. P. K. Devan; Policy: General magazine specialising in human stories.

Cir. Not available.

QUEST

English Quarterly; Rs. 1.25; Add. Army & Navy Bldg., 148 Mahatma Gandhi Rd., Bombay-1 (Mh.); Grams: CULT-FREE; Phone 254922.

Ad. Rates F. Pg. Rs. 200 per insertion For 1 year 4 issues Rs. 700; H. Pg. Rs. 120 per insertion; For 1 year 4 issues Rs. 400; Qr. Pg. Rs. 70 per insertion, For 1 year 4 issues Rs. 250; Spl. pos. Back cover Rs. 400 per insertion, For 1 year 4 issues Rs. 1,400; Inside covers Rs. 300 per insertion, For 1 year 4 issues Rs. 1,000.

Mech. Data Pages 112; Size 24 cms. x 17 cms.; Print area 19 cms. x 14 cms.; n.c. 2 or 1; c.l. 19 cms.; c.w. 7 cms. or 14 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Eds. A. S. Ayyub & Amlan Datta; Ad. Mgr. (Miss) S. Singh; Pubd. by Indian Committee for Cultural Freedom.

Cir. 3,000 Cc (PR Not available).

READER'S DIGEST

English Monthly; Rs. 1.75; Add. 5 Lotus Court, J. Tata Rd., Bombay-1 (Mh.); Grams: READIGEST; Phones 246118, 245532.

Ad. Rates Pg. Black & White or 2 colours Rs. 2,600; Pg. across two or vertical facing H. Pg. in Black & White or 2 colours: Rs. 2,900; Double Pg. spread in Black & White or 2 colours: Rs. 4,600; 4 colours inside Pg. Rs. 4,530; Repeat copy Rs. 4,000; Double Pg. spread: Rs. 8,260; Repeat copy Rs. 7,200; 4 colours inside Second or Third Cover: Rs. 4,730; Repeat copy Rs. 4,200; Agency discount 15% of the gross; Cash 2% of the net.

Mech. Data Pages 218; Size 18.5 cms. x 13.5 cms.; Print area: F. Pg. Bleed 19 cms. x 14 cms.; Non-bleed 16.56 cms. x 10.92 cms.; Pg. across two: Bleed 28.1 cms. x 9.4 cms.; Non-bleed 25 cms. x 8.1 cms.

Gen. Inf. Dir. & Edtl. Rep. in India: T. Parameshwar; Ad. Mgr. T. R. Ramachandran; Policy: General; Member: IENS.

Cir. 1,20,000 Cc (PR 97,606 Uncertified).

READER'S MAGAZINE

English Monthly; 50 P; (yearly subs. Rs. 5); Add. 12 Rampart Row, Bombay-1 (Mh.); Phone 253649.

Ad. Rates Ord. pos. F. Pg. Rs. 250, H. Pg. Rs. 125; 2nd & 3rd covers Rs. 350 each, 4th cover Rs. 500 per insertion; Additional colour 15% extra; Guaranteed pos. 10% extra; Series discount 5% for Contract ads.

Mech. Data Pages 80; Size 22 cms. x 14 cms.; Print area 28 cms. x 10 cms.;

SAFE



SECURE



STRONG



SERVICEABLE



SKILLED



AND



YEARS OLD

**PUNJAB
NATIONAL
BANK**

n.c. 2; c.l. 18 cms.; c.w. 5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. & Pub. (Miss) Kamala Arsai; Policy: Magazine of general interest; Member: AINEC.

Cir. Not Available.

RURAL INDIA

English Monthly; Re. 1; (yearly subs. Rs. 10); Add. Iswardas Mansions, Nana Chowk, Bombay-7 (Mh.); Phone 75041.

Ad. Rates F. Pg. single insertion Rs. 60, 6 insertions in 6 months Rs. 325, 12 insertions in a year Rs. 600, H. Pg. single insertion Rs. 33, 6 insertions in 6 months Rs. 180, & 12 insertions in a year Rs. 330; Qr. Pg. single insertion Rs. 18, 6 insertions in 6 months Rs. 100 & 12 insertions in a year Rs. 180.

Mech. Data Pages 40; Print area 20 cms. x 14 cms.; nc. 2; c.l. 20 cms.; c.w. 7 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1938; Ed. G. K. Puranik; Pubd. by Adarsh Seva Sangh (Pohri, Shivpuri); Policy: Rural development.

Cur. 1,400 Cc (PR 1,500).

SEVIKA

English Monthly; 50P; (yearly subs. Rs. 5); Add. Congress House, V. P. Rd., P.B. No. 3546, Bombay-4 (Mh.); Phones 70971, 74134.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 110, 1 col. Rs. 75, Qr. Pg. Rs. 60 per insertion; Rates for Spl. pos. & cover Pages on request.

Mech. Data Pages 50; Size 26.5 cms. x 21.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c.l. 22.5 cms.; c.w. 5.5 cms.; Screen 80 to 100; Mats and Stereos accepted.

Gen. Inf. Edtl. Adviser S. K. Patil Ed. K. Raman; Policy: Devoted to national & international matters of importance.

Cir. 4,500 Cc (PR 1,986).

SUNSHINE

English Monthly; 60P; (yearly subs. Rs. 6); Add. 6 Parvat Villa Rd., Poona-1

(Mh.); Grams: SUNSHINE; Phone 23930.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 85 per insertion; Contract 5 insertions & over F. Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 75 per insertion; Covers: 2nd & 3rd covers Rs. 275 each per insertion; Contract 5 insertions & over Rs. 250 per insertion, 4th cover Rs. 300 per insertion Contract: 5 insertions & over Rs. 275 per insertion; 40% extra for each additional colour; Spl. pos. ads. rates on application.

Mech. Data Pages 36; Size 24 cms. x 17.5 cms.; Print area 20 cms. x 14.50 cms.; nc. 2; c.l. 20 cms.; c.w. 7 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. (Dr.) G. S. Krishnayya; Ad. Mgr. M. V. C. Rau; Policy: Educational & Entertaining.

Cir. 7,508 Cc. (PR 6,809).

TREND

ABC

English Monthly; 50 P; Add. Sanj Varemam Press, Apollo St., Bombay-1 (Mh.); Grams: EVESWEEKLY; Phones 255361-2-3.

Ad. Rates Display ads. 1 to 374 cms. Rs. 4 s.c.cm.; Contract 375 cms. & over Rs. 3.20 s.c.cm. (min. 5 cms.); Spl. pos. Front cover (4 colours) Rs. 1,350. Back cover (4 colours) Rs. 900; Inside Covers (4 colours) Rs. 750 per insertions.

Mech. Data Pages 64; Size 33 cms. x 25 cms.; Print area 30 cms. x 20 cms.; n.c. 4; c.l. 30 cms.; c.w. 5 cms.; Screen inside Pages 60 to 80; Covers 100, Mats and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. M. D. Japheth; Ad. Mgr. R. D. Mistry; Pubd. by Eve's Weekly Pvt. Ltd.; Policy Nationalist; Member: IENS.

Cir. ABC (July-Dec. '64) 12,931 (PR 14,568).

UNITED ASIA

English Bi-Monthly; Re. 1 (yearly subs. Rs. 10); Add. 12 Ramhart Row, Fort, Bombay-1 (Mh.); Grams: UNITED ASIA; Phone: 252158.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 160, Qr. Pg. Rs. 90 per insertion; Cover Pg. 2nd & 3rd covers Rs. 600 each per insertion; Back cover Rs. 800 per insertion.

Mech. Data Pages 64 ; Size 24 cms. x 18 cms. ; Print area 21 cms. x 15 cms.; n.c. 2; c.l. 21 cms.; c.w. 7.50 cms.; Screen 80 ; Blocks and Stereos accepted.

Gen. Inf. Chief Ed. G. S. Poheka; Ed. D. G. Sakrikar; Pubd. by United Asia Publications Pvt. Ltd.; Policy: Non-partisan African, Asian Affairs; Member: IENS.

Cir. 6,000 Cc (PR Not available).

THE WORD

English Annual; Rs. 2; Add. College of Journalism, Advertising & Printing, Bharatiya Vidya Bhavan Chowpatty Road, Bombay-7 (Mh.); Grams: BHA-VIDYA; Phone 78702.

Ad. Rates. Back cover (2 colours) Rs. 600, 2nd cover Rs. 450, 3rd cover Rs. 350; Inside F. Pg. Rs. 250, H. Pg. Rs. 140 per insertion.

Mech. Data Pages 120; Size 27 cms. x 22.3 cms.; Print area 22.9 cms. x 17.4 cms.; n.c. 3; c.l. 22.9 cms.; c.w. 5.75 cms.; Screen 100; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1963; Exec. Ed. Joseph John; Ad. Mgr., U. Radhakrishna Rao; Policy: To promote mass communication arts and media by means of authentic, high level studies of mass communication activities in India and other countries of the world.

Cir. 1,000 Cc (PR Not available).

Language

AMRIT

ABC

Marathi Monthly; Re. 1; Add. 797, Agra Rd., Nasik (Mh.); Grams: AMRIT; Phone 45.

Ad. Rates Inside Pages: Casual F. Pg. Rs. 150; H. Pg. Rs. 80 per insertion; Contract 6 insertions & over F. Pg. Rs. 125, H. Pg. Rs. 70 per insertion; Cover Pages Casual 2nd Rs. 230, 3rd Rs. 200 per insertion; Contract: 2nd

Rs. 200, 3rd Rs. 175 per insertion; Ads. less than H. Pg. not accepted.

Mech. Data Pages 208 ; Size 18.5 cms. x 12.5 cms.; Print area 15 cms. x 10 cms.; n.c. 2; c.l. 15 cms.; c.w. 5 cms.; Screen 75 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953 ; Eds. A. D. Potnis & Manohar Shahane; Sole Advtg. Agents: M/s. Maharashtra Ad., Nasik; Pubs. A. D. Potnis & (Mrs.) V. D. Potnis; Policy: General Interest; Member: IENS.

Cir. ABC (July-Dec. '64) 19,765 (PR 20,363).

ANJALI

Marathi Bi-annual; Add. Daulat, 42 Vijayanagar Colony, Poona-9 (Mh.); Phone 57231.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 70 per insertion ; 4th cover Rs. 1,200; 2nd & 3rd covers Rs. 750 each.

Mech. Data Size 25.7 cms. x 22 cms.; Print area 22.5 cms. x 18 cms.; n.c. 2 or 3; c.l. 22.5 cms.; c.w. 6.5 or 5 cms.; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Eds. Padmabhushan N. S. Phadke & (Mrs.) Kamala Phadke; Policy: Non-political, devoted to Literature & Arts.

Cir. 7,500 Cc (PR 5,820).

ANURADHA

Marathi Monthly; Re. 1; Add. 525 Tulsipie Rd., Dadar, Bombay-28 (Mh.); Phone 65482.

Ad. Rates On application.

Mech. Data Size 27 cms. x 20 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2 & 3; c.l. 22.5 cms.; c.w. 5 & 8 cms.; Screen 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. B. M. Nadkarni; Policy: Women's magazine.

Cir. 6,000 Cc (PR 4,384).

ARPAN

Gujarati Monthly; Add. 419 F. Joshi-

wadi, 4th floor, Kalbadevi, Bombay-2 (Mh.); Phone 27357.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 75, Part Pg. Rs. 40 per insertion; Cover pages & spl. pos. rates on application.

Mech. Data Print area 20 cms. x 15 cms.

Gen. Inf. Estd. 1954; Ed. Arun Patel; Ad. Mgr. (Mrs.) Jayashi Patel; Pubd. (Dr.) Mudund.

Cir. Not available.

AVAZ
ABC
Marathi & Gujarati Annual; (Marathi) Rs. 3, (Gujarati) Rs. 2; Add. Mody Chambers, French Bridge, Bombay-4 (Mh.).

Ad. Rates Marathi edn. : F. Pg. Rs. 300, H. Pg. Rs. 160, 1/4 Pg. Rs. 90, 1/8 Pg. Rs. 45 per insertion; Gujarati edn.: F. Pg. Rs. 200; H. Pg. Rs. 105, Qr. Pg. Rs. 60, 1/8 Pg. Rs. 35 per insertion; Combined for Marathi & Gujarati edns : F. Pg. Rs. 450, H. Pg. Rs. 250, 1/4 Pg. Rs. 125, 1/8 Pg. Rs. 70 per insertion.

Mech. Data Pages 180; Size 22 cms. x 28 cms.; Print area 23 cms. x 18 cms.; n.c. 2 & 3; c.l. 23 cms.; c.w. 8.75 cms. & 5.75 cms.; Screen 65; Block, and Stereos accepted.

Gen. Inf. Estd. (Marathi) 1951, (Gujarati) 1961; Ed. & Pub. Madhukar Patkar; Ad. Mgr. Kamalakar Patkar; Policy: Independent, Literary & Cultural.

Cir. ABC (July-Dec. '64) 19,376 (PR 19,100).

BAHUSHRUT
Marathi Monthly; Re. 1; Add. 3rd floor, Bharat House, Apollo St., Bombay-1 (Mh.); Phone 252096.

Ad. Rates Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40 per insertion; Contract 6 insertions & over F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 40 per insertion; Spl. pos. & cover Pg. rates on application.

Mech. Data Pages 80; Size 27.05 cms. x 21.25 cms.; Print area 22.5 cms. x 17.5

cms.; n.c. 2; c.l. 22.5 cms.; c.w. 8.75 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. (Mrs.) Geeta Nayak.

Cir. 5,000 Cc (PR 2,900).

BALAK
Marathi Monthly; 50P. (yearly subs. Rs. 5); Add. Shishu Vihar Mandal, Yeotmal (Mh.); Grams: BALAK; Phone 136.

Ad) Rates F. Pg. Rs. 50, H. Pg. Rs. 30, Qr. Pg. Rs. 15 per insertion; Annual Contract F. Pg. Rs. 500, H. Pg. Rs. 300 Qr. Pg. Rs. 150; for cover Pg. 2nd & 3rd covers 20% extra, 4th cover 25% extra.

Mech. Data Pages 32; Size 22.5 cms. x 17.5 cms.; Print area 20 cms. x 12.5 cms.; n.c. 2; c.l. 20 cms.; c.w. 6 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1951; Ed. (Mrs.) Mayadevi Balchandra; Pubd. by Shishu Vihar Mandal; Policy: Devoted to children's cause.

Cir. 2,500 Cc. (PR Not available).

BEEJ
Gujarati Monthly; 50P; Add. 62 Karwar St., Fort, Bombay-1 (Mh.); Grams: MAULIK; Phone 261526.

Ad. Rates Inside Pg. Casual F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion (in 2 colours Rs. 50 extra); Contract 6 insertions F. Pg. Rs. 90, H. Pg. Rs. 55 per insertion; 12 insertions F. Pg. Rs. 80, H. Pg. Rs. 50 per insertion; Cover Pg. art paper 2nd cover Rs. 250, 3rd cover Rs. 200, Back cover upto 3 colours Rs. 500 per insertion.

Mech. Data Pages 120; Size 19 cms. x 14 cms.; Print area 15 cms. x 10 cms.; n.c. 2; c.l. 15 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. (Mrs.) Madhuri Kotak; Ad. & Gen. Mgr. Harikishan Mehta; Policy: Independent; Member: ILNA.

Cir. 15,000 Cc (PR 13,277).

BHARATI

Hindi Fortnightly; 30P; Add. Bharatiya Vidya Bhavan, Chowpatty Rd., Bombay-7 (Mh.); Grams: BHAVIDYA; Phone 77451.

ABC

Ad. Rates Ord. pos. F. Pg. 1 to 6 insertions Rs. 120, 7 to 12 insertions Rs. 110, 13 insertions & over Rs. 100 per insertion; H. Pg. 1 to 6 insertions Rs. 70, 7 to 12 insertions Rs. 60, 13 insertions & over Rs. 50 per insertion; Qr. Pg. 1 to 6 insertions Rs. 40, 7 to 12 insertions Rs. 35, 13 insertions & over Rs. 30 per insertion; Spl. pos. rates & other details on application.

Mech. Data Pages 72; Size 18.75 cms. x 13.75 cms.; Print area 15 cms. x 10.63 cms.; n.c. 2; c.l. 15 cms.; c.w. 5 cms.; Screen 65 for inside Pg. 100 for covers; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1956; Ed. Virendra Kumar Jai; Business Mgr. M. V. V. Iyer; Ad. Mgr. A. C. Daniels & K. S. Sanakaran; Pubd. by Bharatiya Vidya Bhavan; Policy: Devoted to Life, Literature & Culture.

Cir. ABC (Jan-Dec. '63) 4,645 (PR 5,247).

CHITRALEKHA

Marathi Monthly; 50P; Add. 462-B Old Palace, Kolhapur (Mh.).

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Cover Pages: 4th cover Rs. 300, 2nd cover Rs. 200, 3rd cover Rs. 175 per insertion; 25% extra for 2 colours.

Mech. Data Pages 32; Size 21.50 cms. x 28 cms.; Print area 23 cms. x 18 cms.; n.c. 2; c.l. 23 cms.; c.w. 8.50 cms.; Screen upto 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. Jayajirao R. Shinde; Ad. Mgr. Pratap Rao; Policy: Light literature for rural uplift.

Cir. 6,200 Cc (PR Not available).

DEEPAVALI

Marathi Monthly; Re. 1; Add. 40-42 Kennedy Bridge, Bombay-4 (Mh.); Phone 77765.

Ad. Rates Ord. pos. F. Pg. Rs. 200, H. Pg. Rs. 120 Qr. Pg. Rs. 65 per insertion; Spl. pos. & cover Pg. rates on application; Series discount for Contract ads.

Mech. Data Pages 62 or 66; Size 27.5 cms. x 21.25 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2 & 3; c.l. 22.5 cms.; c.w. 5.62 cms. & 7.87 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1945; Ed. & Pub. D. D. Dalal; Policy: Art, culture, literature, & general interest.

Cir. 8,959 Cc (PR 7,694).

FILM NEWS

Sindhi Monthly; 50P; Add. 36 Agiari Lane, Fort Market, Bombay-1 (Mh.); Grams: F ILMNEWS; Phones 263547, 264766.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Casual Rs. 4 s.c.cm.; Front Cover Rs. 200, Last Cover Rs. 175, 2nd & 3rd covers Rs. 160 per insertion.

Mech. Data Pages 50; Size 25 cms. x 19 cms.; Print area 20 cms. x 16 cms.; n.c. 2; c.l. 20 cms.; c.w. 8 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1936; Ed. & Pub. M. C. Malkani; Ad. Mgr. M. Ram; Policy: To promote interests of Film Industry.

Cir. 10,000 Cc (PR Not available).

FILM SANSAR MONTHLY

Urdu Monthly; 30P; Add. Sansar Publishing House, Love Lane, Bombay-27 (Mh.).

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion, Casual Rs. 2.50 s.c.cm.; Cover Pgs. 1st cover Rs. 500; Last cover Rs. 300, 2nd inside cover Rs. 250, 3rd inside cover Rs. 200 per insertion.

Mech. Data Pages 44; Size 25 cms. x 17.5 cms.; Print area 22.86 cms. x 15.24 cms.; n.c. 3; c.l. 22.86 cms.; c.w. 4.45 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Ed. M. Aalam; Ad. Mgr. P.N.

Rao; Pub. M. A. Shaikh; Policy: Devoted to Film & Literature.

Cir. 5,000 Cc (PR 1,979).

GAJARA

Hindi Monthly; 50P; Add. 47 Laxmi Insurance Bldg., Sir P. M. Rd., Fort, Bombay-1 (Mh.); Phone 263002.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 100, 1 col. Rs. 70, 2 cols. Rs. 130 per insertion; Casual Rs. 3.20 s.c.cm.; Contract Rs. 2.60 s.c.cm.

Mech. Data Pages 44; Size 28 cms. x 21 cm.; Print area 20.5 cms. x 17.5 cms.; n.c. 3; c.l. 20.5 cms.; c.w. 5.5 cms.; Screen inside 80, cover 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. (Mrs.) Subhadra Thakur; Ad. Mgr. (Miss) Bhakti Mehta; Policy: Independent.

Cir. 8,000 Cc (PR 5,450).

GUP-SUP

Gujarati Monthly; 50P; Add. Ballard House, Mangalore St., Bombay-1 (Mh.); Grams: JAMSHED; Phone 26-2571.

Ad. Rates F. Pg. Rs. 50 per insertion; Only F. Pg. accepted.

Mech. Data Pages 152; Size 20 cms. x 13 cms.; Print area 16.5 cms. x 10 cms.; n.c. 2; c.l. 16.5 cms.; c.w. 4.87 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Ed. Rustom Phirozeshah Marzban; Ad. Mgr. Burjor Patel; Pubd. by J. B. Marzban & Co. Pvt. Ltd.

Cir. PR 3,366.

HINDI SHIKSHAK

Hindi Monthly; 50P; Add. 125 Girgaum Rd., Bombay-4 (Mh.); Phone 38942.

Ad. Rates Ord. F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Covers: 4th cover Rs. 200, 2nd cover Rs. 150, 3rd cover Rs. 125 per insertion.

Mech. Data Print area 20 cms. x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. & Pub. Hari

Shankar; Policy: Devoted to the cause of Hindi education.

Cir. 2,500 Cc (PR 1,980).

HUNS

ABC Marathi Monthly; Re. 1. (yearly subs.) Rs. 12 (Foreign) Rs. 18. Add. 474/1 Sadashiv Peth, Tilak Rd., Poona-2 (Mh.); Grams: HUNS; Phone 57237.

Ad. Rates Ord. pos. Casual F. Pg. Rs. 160, H. Pg. Rs. 84, 1/3 Pg. Rs. 60, Qr. Pg. Rs. 48, 1/6 Pg. Rs. 36, 1/8 Pg. Rs. 28, per s.c.cm. Rs. 6; Spl. pos. 25% extra; 1st Art Cover Pg. (31 colours ad.) Rs. 2,000, 4th Art cover Pg. (Single colour) Rs. 500, 2nd cover Pg. Rs. 300, 3rd cover Pg. Rs. 200.

Mech. Data Pages 72; Size 26.5 cms. x 21.5 cms.; Print area 23 cms. x 18 cms.; n.c. 2 & 3; c.l. 23 cms.; c.w. 9 cms. & 5 cms.; Screen 60 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1946; Ed. & Partners A. B. Antarkar, A. A. Antarkar; Ad. Mgr. B. N. Gole; Pubd. by Huns Publications; Policy: Education & entertainment through literature.

Cir. ABC (July-Dec. '63) 6,115 (PR 6,403).

JEE

Gujarati Monthly; 75P; Add. 62 Karwar St., Fort, Bombay-1 (Mh.); Grams: MAULIK; Phone 261526.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 55 per insertion; Cover Pg. Back cover upto 3 colours Rs. 350; 2nd cover Rs. 200 & 3rd cover Rs. 150 per insertion.

Mech. Data Pages 160; Size 18 cms. x 12 cms.; Print area 15 cms. x 10 cms.; n.c. 2; c.l. 15 cms.; c.w. 5 cms.; Screen 120 for cover Pg. otherwise 80; Blocks and Stereos accepted.

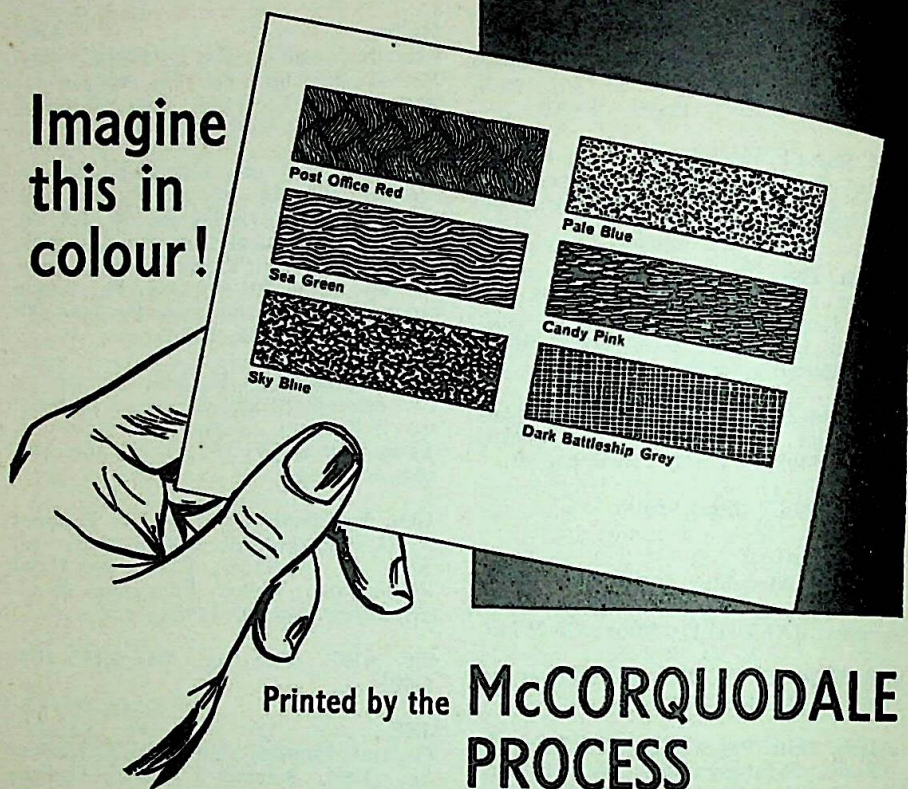
Gen. Inf. Estd. 1958; Ed. & Pub. (Mrs.) Madhuri Kotak; Ad. Mgr. Harikisan Mehta; Policy: Independent, film magazine; Member: ILNA.

Cir. 12,500 Cc (PR 10,971).

JEEVANMADHURI

Gujarati Monthly; 75P; Add. Gul Bahar Barrack Rd., Behind Metro

Imagine
this in
colour!



Printed by the **McCORQUODALE
PROCESS**

Wherever colour display counts, the McCorquodale Process is the answer ! By depositing lacquer on art paper or boards, the McCorquodale Process gives excellent *original* shades in colour reproduction. For shade cards, colour display boards printed by the McCorquodale Process for the paint, cosmetics and other industries, write today to Ganges Printing. Only Ganges have it in the whole of South-East Asia.

At Ganges Printing, there is a constant effort to try new methods—new techniques to achieve new effects in graphic reproduction.

For superb quality *plus* economy in printing, by *any* process, call Ganges.



GANGES PRINTING CO. LTD.

2 FAIRLIE PLACE, CALCUTTA 1

JWTGP 2457

Cinema; Bombay-1 (Mh.); Grams: PATRAKAR; Phone 241843.

Ad. Rates F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; 2nd cover Rs. 150, 3rd cover Rs. 125, Last cover Rs. 200 per insertion.

Mech. Data Pages 104; Size 24 cms. x 18 cms.; Print area 21 cms. x 15 cms.; n.c. 2; c.l. 21 cms.; c.w. 7.5 cms.; Screen 60; Stereos and Mats accepted.

Gen. Inf. Eds. Mohanlal Mehta Sopan & Labhuben Mehta; Policy: Cultural.

Cir. PR 5,216.

JEEVAN MONTHLY

Punjabi Monthly; 50P; Add. Opp. Agripada Police Station, Lamington Rd., Bombay-4 (Mh.); Phone 73584.

Ad. Rates F. Pg. Rs. 200; H. Pg. Rs. 120 Qr. Pg. Rs. 80 per insertion; 2nd cover, Rs. 250, 3rd cover Rs. 225; Back cover Rs. 300 per insertion.

Mech. Data Pages 70; Size 22.86 cms. x 15.24 cms.; Print area 20.32 cms. x 12.7 cms. n.c. 2; c.l. 20.32 cms.; c.w. 6.33 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. Bichittar Singh Gill; Ad. Mgr. K. S. Gill; Pubd. by Jeevan Printers Pvt. Ltd.; Policy: Literary and cultural.

Cir. 4,000.

KIROLOSKAR

ABC Marathi Monthly; 80P; (Yearly subs. Rs. 8); Add. Kirloskar Press, Swar Gate, Poona-9 (Mh.); Grams: KIRLOMAGS; Phones 24700, 24851.

Ad. Rates Casual: F. Pg. Rs. 312.50, 2/3 Pg. Rs. 210, H. Pg. Rs. 160, 1/3 Pg. Rs. 110, Qr. Pg. Rs. 85, 1/6 Pg. Rs. 60 & 1/8 Pg. Rs. 45 per insertion; Contract: 6 insertions & over F. Pg. Rs. 250, 2/3 Pg. 168, H. Pg. Rs. 128, 1/3 Pg. Rs. 88, Qr. Pg. Rs. 68, 1/6 Pg. Rs. 48, & 1/8 Pg. Rs. 36 per insertion; Rates for Front inside, Back inside and Back covers on application; Guaranteed pos. 25% extra, 50% extra for one extra colour, inside Pgs. & min. is half Pg.

Mech. Data Pages 112; Size 27.5 cms. x 21.5 cms.; Print area 24 cms. x 17 cms.; n.c. 3; c.l. 24 cms.; c.w. 5 cms.; Screen 75; Blocks and Stereos accepted.

Gen. Inf. Estd. 1920; Ed., Gen. & Ad. Mgr. M. S. Kirloskar; Pubd. by Kirloskar Brothers Ltd.; Policy: To educate & keep the readers well informed of all subjects of General Interest.

Cir. ABC (Jan.-Dec. '64) 20,559 (PR 21,718).

KISMET

ABC Gujarati Monthly; 50P; Add. Kismet Karyalay, Naaz Cinema compound, Lamington Rd., Bombay-4 (Mh.); Phone 71854.

Ad. Rates Ord. pos. Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Contract rates for 6 insertions or more than 3 pages: F. Pg. Rs. 120, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion Spl. pos. rates on application.

Mech. Data Pages 80; Print area 20 cms. x 15 cms.; c.l. 20 cms.; c.w. 5 cms.; Screen rpto 75; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937; Ed. & Pub. Ushakant J. Pandya; Ad. Mgr. Anil Thacker; Policy: General Magazine.

Cir. ABC (July-Dec. '64) 12,976 (PR 13,000).

KUMAR

ABC Marathi Monthly; 70P; (Yearly subs. Rs. 1); Add. 2040 Sadashiv Peth, Tilak Rd., Poona-2 (Mh.); Grams: KUMAR; Phone 57229.

Ad. Rates Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Contract 6 insertions & over F. Pg. Rs. 130, H. Pg. Rs. 70, Qr. Pg. Rs. 40 per insertion; Cover Pg. & special rates on application.

Mech. Data Pages 96; Size 18.5 cms. x 14 cms.; Print area 15.15 cms. x 11 cms.; n.c. 2; c.l. 15.15 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. V. V. Shirwadkar; Ad. Mgr. N. G. Rane; Pub. G. Y. Rane; Policy: Children's entertainment; Member: ILNA.

Cir. ABC (July-Dec. '64) 6,808 (PR 8,455).

MANOHAR

ABC

Marathi Monthly; 70P; (Yearly subs. Rs. 7.50); Add. Kirloskar Press, Swar Gate, Poona-9; (Mh.); Grams: KIRLOMAGS; Phones 24700, 24851.

Ad. Rates Casual : F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Contract: 6 insertions & over: F. Pg. Rs. 80, H. Pg. Rs. 44, Qr. Pg. Rs. 24 per insertion; Cover Pages: Back outside cover in 1 or 2 colours Casual Rs. 250; Contract 6 insertions & over Rs. 200 per insertion, Front or Back inside covers in one or two colours Casual Rs. 187.50 Contract 6 insertions or over Rs. 150 per insertion.

Mech. Data Pages 64 ; Size 24 cms. x 18 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c.l. 20 cms.; c.w. 7 cms.; Screen 75; Blocks and Stereos accepted.

Gen. Inf. Estd. 1934; Ed., Gen. & Ad. Mgr. M. S. Kirloskar; Pubd. by Kirloskar Brothers Ltd., Policy: Devoted to the progress of Art & Literature; Member: ILNA.

Cir. ABC (Jan-Dec. '64) 5,503. (PR 6,301).

MADHURI

Hindi Fortnightly ; 75P; Add. Dr. Dadabhāi Naoroji Rd., Bombay-1 (Mh.); Grams: IANA; Phone 268271.

Ad. Rates F. Pg. 1 to 12 insertions Rs. 900, 13 insertions & over Rs. 750 per insertion; H. Pg. 1 to 12 insertions Rs. 460 per 13 insertions & over Rs. 385 per insertion; Qr. Pg. 1 to 12 insertions Rs. 250, 13 insertions & over Rs. 200 per insertion; Colour ads. F. Pg. 100% extra.

Mech. Data Print area F. Pg. 30 cms. x 23.75 cms.; H. Pg. (Vertical) 30 cms. x 11.25 cms.; (Horizontal) 15 cms. x 23.75 cms.; Qr. Pg. 15 cms. x 11.25 cms.; Printed entirely by photogravure process, Blocks for illustrations not required.

Gen. Inf. Ed. Arvind Kumar; Pubd. by Bennett, Coleman & Co. Ltd.; Gen. Mgr. P. K. Roy; Ad. Mgr. T. S.

Ramnath; Policy; Film magazine; Member: IENS.

Cir. 46,527.

MOHINI

Marathi Monthly; Re. 1, Yearly subs. Rs. 12, (Foreign) Rs. 18; Add. 474/1 Sadashiv Peth, Tilak Rd., P.O. Box 534, Poona-2 (Mh.); Grams: HUNS; Phone 57237.

Ad. Rates Ord. pos. Casual F. Pg. Rs. 160, H. Pg. Rs. 84, 1/3 Pg. Rs. 60, Qr. Pg. Rs. 48 per insertion ; Spl. pos. 25% extra; Inside & 3rd covers in one colour Rs. 400 & 200 per insertion respectively; Contract: rate on application.

Mech. Data Pages 56; Size 26.5 cms. x 21.5 cms.; Print area 23 cms. x 18 cms.; n.c. 2 & 3; c.l. 23 cms.; c.w. 9 cms. & 5 cms.; Screen 60 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. & Partners A. B. Antarkar, A. A. Antarkar; Ad. Mgr. B. N. Gole.; Pubd. by Huns Publications; Policy: Devoted to Literature, Wit & Humour.

Cir. 6,400 Cc (PR 6,799).

NAVAL

Marathi Monthly; Re. 1, (Yearly subs.) Rs. 12, (Foreign) Rs. 18, Add. 474/1 Sadashiv Peth, P.O. Box 534, Poona-2 (Mh.); Grams: HUNS; Phone 57237.

Ad. Rates Ord pos. Casual F. Pg. Rs. 160, H. Pg. Rs. 84, 1/3 Pg. Rs. 60, Qr. Pg. Rs. 48 per insertion; Contract rate on application.

Mech. Data Pages 56; Size 26.5 cms. x 21.5 cms.; Print area 23 cms. x 18 cms.; n.c. 2 & 3; c.l. 23 cms.; c.w. 9 cms. & 6 cms.; Screen 60 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Ed. & Partners A. B. Antarkar, A. A. Antarkar; Ad. Mgr. B. N. Gole; Pubd. by Huns Publications; Policy: Devoted to horror stories.

Cir. 2,400 Cc (PR 2,300 Prov.).

NAVALKATHA

Gujarati Monthly; 1st of every month ; add. : 63-D Tulsi Baug, Tabela, Tardeo Rd., Bombay-7 (Mh.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 80; Size 25.5 cms. x 19 cms.; Print area 21.5 cms. x 15 cms.; n.c. 2; c.l. 21.5 cms.; c.w. 7 cms.

Gen. Inf. Estd. 1961; Ed. & Pub. S. C. Shah; Ad. Mgr. Z. G. Vyas, Policy: Story magazine; Member: AINEC.

Cir. PR 1,608.

NAVNEET ABC
Gujarati Digest Monthly; (Ord. edn.)
Re. 1; Add. 341 Tardeo, Bombay-34 (Mh.); Grams: NAVNEET; Phone 72847.

Ad. Rates Ord. F. Pg. Rs. 80 H. Pg. Rs. 50 per insertion; Back cover (colours) Rs. 250, 2nd inside cover Rs. 120.

Mech. Data Pages 160; Size 19 cms. x 14 cms.; Print area 16.5 cms. x 11.5 cms.; n.c. 2; c.l. 16.25 cms.; c.w. 5.6 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Est. 1962. Ed. Kapadia; Ad. Mgr. Mahendra Mehta; Pubd. by Navaneet Prakashan Ltd.

Cir. ABC (July-Dec. '64) 5,303 (PR 6,011).

NAVNEET ABC
Hindi Digest Monthly; (Ord. edn.) Re. 1; (Spl. edn.) Rs. 1.50; Add. 341 Tardeo Bombay-34 (Mh.); Grams: NAVNEET; Phone 72847.

Ad. Rates Ord. F. Pg. Rs. 200, H. Pg. Rs. 120 per insertion; Back cover (4 colours) Rs. 650, 2nd inside cover Rs. 300.

Mech. Data Pages 160; Size 19 cms. x 14 cms.; Print area 16.50 cms. x 11.50 cms.; n.c. 2; c.l. 16.25 cms.; c.w. 5.6 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Satyakam Vidyalankar; Ad. Mgr. Mahendra Mehta; Pubd. by Navaneet Prakashan Ltd.; Member: IENS, ILNA.

Cir. ABC (July-Dec. '64) 21,025 (PR 23,802).

NAVNEET ABC
Marathi Digest Monthly; (Ord. edn.)

Re. 1; Add. 341 Tardeo, Bombay-34 (Mh.); Grams: NAVNEET; Phone 72847.

Ad. Rates Ord. F. Pg. Rs. 80, H. Pg. Rs. 50 per insertion; Back cover (colours) Rs. 250, 2nd inside cover Rs. 120.

Mech. Data Pages 160; Size 19 cms. x 14 cms.; Print area 16.50 cms. x 11.50 cms.; n.c. 2; c.l. 16.25 cm.; c.w. 5.6 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. Salaye; Ad. Mgr. Mahendra Mehta; Pubd. by Navaneet Prakashan Ltd.

Cir. ABC (July-Dec. '64) 5,003 (PR 5,633).

PARAG ABC
Hindi Monthly; 40P; Add. Times of India Bldg., Dadabhai Naoroji Rd., Bombay-1 (Mh.); Grams: INDIANA; Phone 268271.

Ad. Rates Black & White F. Pg. Rs. 300; Back Pg. in 3 colours Rs. 600 per insertion; Only F. Pages accepted.

Mech. Data Print area 21.75 cms. x 14.37 cms.; As the magazine is printed by photogravure process, original designs & photographs are preferred as Blocks and Stereos are unsuitable for reproduction.

Gen. Inf. Estd. 1958; Ed. Anand Prakash Jain; Ad. Mgr. T. S. Ramnath; Pubd. by Bennet, Coleman & Co. Ltd.; Member: IENS.

Cir. ABC (July-Dec. '64) 57,456 (PR 50,667).

RAMAKDUN
Gujarati Monthly; Re. 1; Add. 211-19 D'Mello Rd., Fort, Bombay-1 (Mh.) Phone 261608.

Ad. Rates Casual: F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 22 per insertion; Contract 12 insertion F. Pg. Rs. 66. H. Pg. Rs. 32; Qr. Pg. Rs. 18 per insertion; Rates for Spl. pos. on application.

Mech. Data Print area 20 cms. x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 7.50 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. Kishore Samaldas Gandhi; Pubd. by Ramakdun Pvt. Ltd.; Policy: General children's magazine.

Cir. 10,000 Cc (PR 9,058).

RASHTRAVANI

Hindi Monthly; 50P; Add. Rashtrabhasha Bhuvan, Narayan Peth, P.O. Box No. 560, Poona-2 (Mh.); Grams: RASH-TRABHASHA; Phone 56947.

Ad. Rates Casual F. Pg. Rs. 100, H. Pg. Rs. 53, Qr. Pg. Rs. 30 per insertion; Contract 6 insertions & over F. Pg. Rs. 75 H. Pg. Rs. 40, Qr. Pg. Rs. 20 per insertion; Covers: Inside Back or Front Casual Rs. 150, Contract Rs. 100 each per insertion.

Mech. Data Page 48 to 64; Size 27 cms. x 21 cms.; Print area 22 cms. x 18 cms.; n.c. 3; c.l. 22 cms.; c.w. 9 cms.; Screen 74; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. G. P. Nene; Pub. G. V. Karmarkar; Policy: Literary & Promotion of Hindi.

Cir. 2,500 Cc (PR 2,500 Uncertified).

RAYAT

Marathi Monthly; 75P; Add. 462-B Rayat Seva Mandir, Old Palace, Kolhapur (Mh.).

Ad. Rates Contract 6 insertions & over F. Pg. Rs. 150 H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Cover Pages: 2nd cover Rs. 200, 3rd cover Rs. 250, 4th cover Rs. 300 per insertion; 15% extra for less than 6 insertions.

Mech. Data Pages 40; Size 28 cms. x 21.50 cms.; Print area 23 cms. x 18 cms.; n.c. 2; c.l. 23 cms.; c.w. 8.50 cms.; Screen upto 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. & Pub. Ramrao Jotirao Shinde; Ad. Mgr. Pratap Rao; Policy: Rural uplift.

Cir. 7,300 Cc (PR2,063).

REKHA

Hindi Monthly; 20th of every month; 40P; Add. : Rekha Prakashan, New Itwari Rd., Nagpur-2 (Mh.); Phone: 4525.

Ad. Rates Ord. pos. F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 70 per insertion; Spl. pos: 2nd & 3rd cover Pgs. Rs. 250, 4th cover Pg. Rs. 300 per insertion.

Mech. Data Pages 72; Size 24 cms. x 19 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c.l. 20 cms.; c.w. 7 cms.; Screen 70; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. S. Randive; Ad. Mgr. O. P. Neb; Pubs. R. C. Neb & & R. C. Mittal; Policy: Literary.

Cir. 19,013 Cc (PR 19,147).

SACHETANA

Kannada Monthly; 50P; (Yearly subs. Rs. 5); Add. P.O. Box 10091, G.P.O. Bombay-1 (Mh.).

Ad. Rates Casual F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 30 per insertion; Contract 6 insertions, F. Pg. Rs. 90, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion Contract 12 insertions F. Pg. Rs. Rs. 85, H. Pg. Rs. 45, Qr. Pg. Rs. 23 per insertion; Cover Pg. & other Spl. pos. rates on request.

Mech. Data Pages 36 to 40; Size 25 cms. x 19 cm.; Print area 20 cms. x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 7.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Shankar Hejmadi; Policy: Independent.

Cir. 3,000 Cc (PR 2,850 Uncertified).

SAMARPAN

Gujarati Fortnightly; 30P; Add. Bharatiya Vidya Bhavan, Chowpatty Rd., Bombay-4 (Mh.); Grams: BHAVIDYA; Phone 77451.

Ad. Rates Inside Pg. F. Pg. 1 to 6 insertions Rs. 120, 7 to 12 insertions Rs. 110, 13 insertions & over Rs. 100 per insertion; H. Pg. 1 to 6 insertions Rs. 70, 7 to 12 insertions Rs. 60, 13 insertions & over Rs. 50 per insertion; Qr. Pg. 1 to 6 insertions Rs. 40; 7 to 12 insertions Rs. 35, 13 insertions & over Rs. 30 per insertion; Rates for cover Pages etc. on application.

Mech. Data Pages 72; Size 18.75 cms. x 13.75 cms.; Print area 15 cms. x 10.63 cms.; n.c. 2; c.l. 15 cms.; c.w. 5 cms.;

Screen 65 for inside Pg. & 100 for covers;
Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1959; Ed. Harinder Dave;
Business Mgr. M. V. V. Iyer, Ad. Mgr.
A. C. Daniels & K. S. Sankaran; Pubd.
by Bharatiya Vidya Bhavan; Policy
Devoted to life, literature & culture.

Cir. 7,000 Cc (PR 3,574).

SARIKA

Hindi Monthly; 60P; Add. Times of
India Bldg., Dadabhai Naoroji Rd.,
Bombay-1 (Mh.); Grams: INDIANA;
Phone 268271.

Ad. Rates F. Pg. 1 to 5 insertions Rs. 400,
Contract 6 insertions & over Rs. 350 per
insertion; H. Pg. 1 to 5 insertions Rs.
225, Contract 6 insertions & over Rs.
190 per insertion; Back Cover or inside
in colours Rs. 800 per insertion.

Mech. Data Print area 23.75 cms. x 16.25
cms.; H. Pg. (Horizontal) 16.25 cms. x
11.87 cms.; (Vertical) 23.75 cms. x
8.12 cms.; As Sarika is printed by photo-
gravure process, sketches or photos pre-
ferred.

Gen. Inf. Estd. 1960; Ed. Mohan Rakesh;
Ad. Mgr. T. S. Ramnath; Pubd. by
Bennett, Coleman & Co. Ltd.; Policy:
Literary Story magazine; Member:
IENS.

Cir. ABC (July-Dec. '64) 29,693 (PR
30,655).

SAVITA

Gujarati Monthly; 40P; Add. 63-D Tulsi
Baug, Tabela, Tardeo Rd., Bombay-7
(Mh.).

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs.
100, Qr. Pg. Rs. 50 per insertion.

Mech. Data Pages 80; Size 21 cms. x
14 cms.; Print area 17.50 cms. x 11 cms.;
n.c. 2; c.l. 17.50 cms.; c.w. 5.5 cms.;
Screen 60; Blocks, Stereos and Mats
accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. S. C.
Shah; Ad. Mgr. Z. G. Vyas; Policy:
Story magazine; Member: AINEC.

Cir. 18,500 Cc (PR 15,420).

SEEMA

Gujarati Monthly; 50P; Add. 63-D
Tulsi Baug, Tabela, Tardeo Rd., Bom-
bay-7 (Mh.).

Ad) Rates F. Pg. Rs. 60, H. Pg. Rs. 30,
Qr. Pg. Rs. 15 per insertion.

Mech. Data Pages 100; Size 18.5 cms.
x 14 cms.; Print area 15 cms. x 10.5 cms.;
n.c. 2; c.l. 15 cms.; c.w. 4.5 cms.

Gen. Inf. Estd. 1961; Ed. & Pub. S. C.
Shah; Ad. Mgr. Z. G. Vyas; Policy:
Story magazine; Member: AINEC.

Cir. PR 808.

SHREE DEEPALAXMI

Marathi Monthly; Re. 1; Add. 10-B
Zavba Wadi, Bombay-2 (Mh.); Grams:
DEEPALAXMI; Phone 30531.

Ad. Rates Ord. pos. regular ord. issues:
F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg.
Rs. 30, per insertion; Spl. issues: F. Pg.
Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40
per insertion; Diwali issues: F. Pg. Rs.
200, H. Pg. Rs. 110, Qr. Pg. Rs. 60
per insertion; Cover Pg. 2nd cover
ord. is sues Rs. 125; Spl. issues Rs. 250;
Diwali issues Rs. 500; 3rd cover ord.
issues Rs. 125; Spl. issues Rs. 200;
Diwali issues Rs. 500; Last cover ord.
issues Rs. 150; Spl. issues & Diwali
issues Rs. 1,000 per insertion.

Mech. Data Pages 80; Size 27.5 cms. x
21.25 cms.; Print area 22.5 cms. x 17.5
cms.; n.c. 3; c.l. 22.5 cms.; c.w. 5.5
cms.; Screen 65; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1958; Ed., Gen. & Ad.
Mgr. G. K. Rayakar; Policy: Devoted to
life, letters & art; Member: ILNA.

Cir. 5,000 Cc (PR 4,920).

STREE

Marathi Monthly; 80P; (Yearly subs.
Rs. 8); Add. Kirloskar Press, Swar Gate,
Poona-9 (Mh.); Grams: KIRLOMAGS;
Phones 24700, 24851.

Ad. Rates Casual: F. Pg. Rs. 312.50,
2/3 Pg. Rs. 210, H. Pg. Rs. 160, 1/3 Pg.
Rs. 110, Qr. Pg. Rs. 85, 1/6 Pg. Rs. 60 &
1/8 Pg. Rs. 45 per insertion; Contract:
6 insertions & over F. Pg. Rs. 250, 2/3
Pg. Rs. 168, H. Pg. Rs. 128, 1/3 Pg. Rs.

88, Qr. Pg. Rs. 68, 1/6 Pg. Rs. 48 & 1/8 Pg. Rs. 36 per insertion; Rates for Front inside, Back inside & Back covers on application; Guaranteed pos. 25% extra; 50% extra for one extra colour on inside Pages; Min. H. Pg.

Mech. Data Pages 88; Size 27.5 cms. x 21.5 cms.; Print area 24 cms. x 17 cms.; n.c. 3; c.l. 24 cms.; c.w. 5 cms.; Screen 7; Blocks and Stereos accepted.

Gen. Inf. Estd. 1930; Ed., Gen. & Ad. Mgr. M. S. Kirloskar; Pubd. by Kirloskar Brothers Ltd.; Policy: Devoted to the progress of women in general; Member: IENS & ILNA.

Cir. ABC (Jan.-Dec. '64) 18,515 (PR 18,555).

SUBAH-E-UMMID

Urdu Monthly; 50P; Add. Bellasis Rd., Bombay-8 (Mh.); Phone 75238.

Ad. Rates Contract F. Pg. Rs. 50 per insertion.

Mech. Data Pages 48 to 52; Size 27 cms. x 22 cms.; Print area 22 cms. x 17 cms.; n.c. 3; c.l. 22 cms.; c.w. 8 cms.; Blocks and Stereos accepted.

Geb. Inf. Estd. 1936; Ed. & Pub. Abdul Hamid Bubere; Ad. Mgr. A. Aziz Bubere; Policy: Literary & cultural magazine.

Cir. 5,000.

SUBHAGAWATI

Punjabi Monthly; 50P; Add. Sunder Villa, 12th Rd., Khar, Bombay-52 (Mh.); Phone 261307.

Ad. Rates F. Pg. Rs. 125, H. Pg. Rs. 80, Qr. Pg. Rs. 50 per insertion; Further details on application.

Mech. Data Pages 52; Size 24 cms. x 19 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c.l. 20 cms.; c.w. 7 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. & Pub. (Mrs) Harinder Kaur Johar; Policy: Women's Punjabi magazine.

Cir. 3,500.

SUGANDH

Marathi Annual; Rs. 2.50, Add; 271 Vithalbhai Patel Rd., Bombay-4 (Mh.).

Ad. Rates F. Pg. Rs. 250, H. Pg. Rs. 135, Qr. Pg. Rs. 70 per insertion; Cover Pg.: 2nd Cover Rs. 550, 3rd cover Rs. 450, Back cover Rs. 1,500 per insertion.

Mech. Data Pages 200; Size 28.75 cms. x 23.25 cms.; Print area 23.75 cms. x 17.5 cms.; n.c. 2 & 3; c.l. 23.75 cms.; c.w. 5 cms. & 8.75 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Ed. Pub. & Mgr. S. A. Ekbote Policy: General literary.

Cir. 12,000.

UDYAMA

ABC

Marathi Monthly; 62P; Add. Jamnalal Bajaj Rd., Dharampeth Extn., Nagpur-1 (Mh.); Grams: UDYAMA; Phone 2929.

Ad. Rates Contract: F. Pg. one month Rs. 80, 6 months Rs. 78, 12 months Rs. 75 per insertion; H. Pg. one month Rs. 44, 6 months Rs. 42, 12 months Rs. 40 per insertion; Qr. Pg. one month Rs. 24, 6 months Rs. 23, 12 months Rs. 22 per insertion; Cover Pg. in 2 colours; 2nd Rs. 120, 3rd Rs. 110, 4th Rs. 150, in 3 colours 2nd Rs. 160, 3rd Rs. 145, 4th Rs. 200 per insertion.

Mech. Data Pages 64; Size 24 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 7 cms.; Screen 60 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1919; Ed. & Pub. V. N. Wadegaonkar; Ad. Mgr. (Mrs.) Anasuya Wadegaonkar; Policy: Industrial & Agricultural Magazine; Member: AINEC.

Cir. ABC (Jan.-Dec. '64) 5,122 (PR 5,120).

UTTAM

Marathi yearly; Rs. 2; Add. Shastri Hall Compound, Tardeo, Bombay-7 (Mh.); Phone 256185.

Ad. Rates F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 75, 1/8 Pg. Rs. 45; 2nd Cover Pg. Rs. 50, 3rd Cover Pg. Rs. 500, 4th cover Pg. Rs. 750.

Mech. Data Size 27.5 cms. x 20.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2 or 3; c.l. 22.5 cms.; c.w. 8.5 cms. or

5.75 cms.; Screen 65 to 85; Blocks accepted.

Gen. Inf. Estd. 1961; Ed. N. H. Palkar; Pub. Arun P. Mandlik & P. H. Palkar; Policy: Devoted to Art and Ideas.

Cir. 5,000.

VARSHA

Gujarati Monthly; 40P; (Yearly subs. Rs. 5); Add. 37 Abdul Rehman St., Bombay-3 (Mh.); Phone 327576.

Ad. Rates F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 40 per insertion; Last cover Rs. 100, 2nd & 3rd covers Rs. 80 each; Opening Pg. Rs. 80.

Mech. Data Pages 100; Size 21.25 cms. x 13.75 cms.; Print area 17.5 cms. x 11.25 cms.; n.c. 2; c.l. 17.5 cms.; c.w. 5.6 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. Sakalchandra Shah; Policy: General short story magazine.

Cir. 14,500 Cc (PR 15,875).

VASANT

Marathi Monthly; Re. 1; Add. 87 Charni Rd., Bombay-4 (Mh.).

Ad. Rates F. Pg. Rs. 160, H. Pg. Rs. 90 Qr. Pg. Rs. 50 per insertion.

Mech. Data Print area 22.5 cms. x 17.5 cms.; n.c. 2 or 3; c.l. 22.5 cms.; c.w. 5 cms. or 7.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1943; Ed. & Pub. D. S. Katdare; Policy: Social Education.

Cir. 8,900 Cc (PR 7,853).

WANGMAYA-SHOBHA

Marathi Monthly; 1st of every month; Re. 1; Add. 1609 Sadashiv Peth, Tilak Rd., Poona-2 (Mh.); Phone 57130.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80 Qr. Pg. Rs. 45 per insertion; Spl. pos. 4th cover Pg. Rs. 500, 2nd cover Pg. Rs. 300, 3rd cover Pg. Rs. 200 per insertion. Mech. Data Pages 74; Size 27.3 cms. x 21.59 cms.; Print area 22.86 cms. x 17.78 cms.; n.c. 2 & 3; c.l. 22.86 cms.; c.w. 5.48 cms. or 8.89 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939; Ed. & Pub. M. M. Kelkar; Ad. Mgr. R. B. Deshpande; Policy: Literary magazine.

Cir. 4,600 Cc (PR 4,331).

STATUE OF LIBERTY,
NEW YORK, U. S. A.



TOWER BRIDGE,
LONDON, U. K.



EFFEL TOWER,
PARIS, FRANCE



GOLDEN PAGODA
BANGKOK,
THAILAND



SPHINX,
EGYPT



USHA HELPS NATIONAL PROGRESS

Usha is playing a vital role in actively assisting the country to earn valuable foreign exchange. The largest exporters in the light engineering field, Usha sewing machines and fans are warmly welcomed in over 50 countries around the world.

USHA

SEWING MACHINES
AND FANS

PIONEERS PROGRESS

JAY ENGINEERING WORKS LTD., CALCUTTA-31

JEM/G/438

The Monotype Corporation Limited

... and Pictorial Machinery Limited are working in close association in the development of

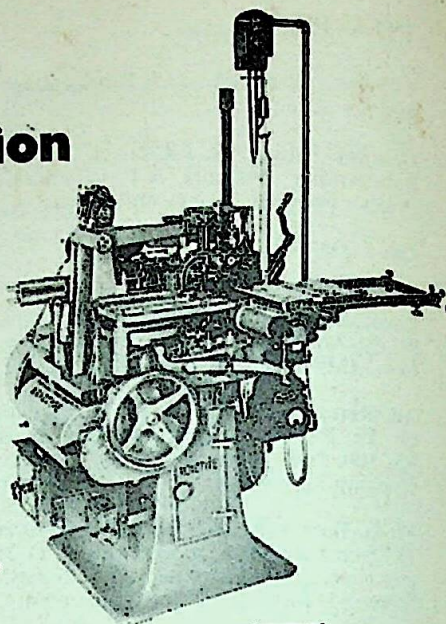
high precision photo-mechanical equipment.

The two companies, while maintaining their separate entities, are each able to benefit

from the other's technical resources and marketing experience. Pictorial Machinery Limited

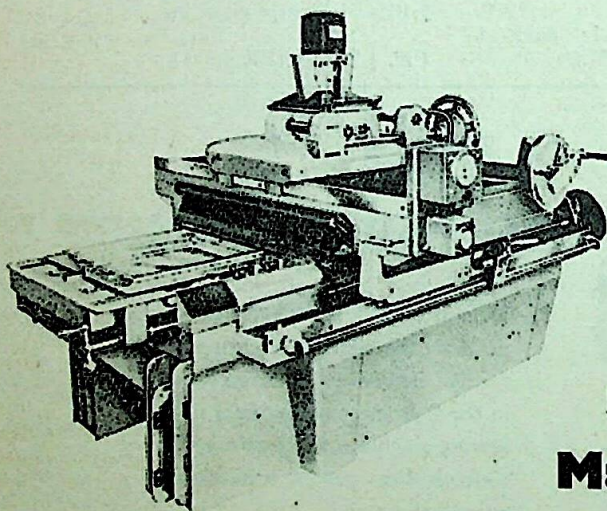
brings to the collaboration an intimate knowledge of the current problems and needs of printers in the rapidly expanding photo-litho field.

The Monotype Corporation Limited brings to it exceptional engineering facilities, together with a world-wide selling and service organisation



"MONOTYPE"
COMPOSITION
CASTER

"PRINTEX CADET"



**Pictorial
Machinery
Limited**
(A SUBSIDIARY OF
THE MONOTYPE
CORPORATION LTD)

THE MONOTYPE CORPORATION LIMITED

8, MISSION ROW EXTENSION,
CALCUTTA-1

*Registered Trade Mark

Branch Offices at: MADRAS — BOMBAY — DELHI — ALLAHABAD

Mysore

DAILY NEWSPAPERS

English

DECCAN HERALD ABC
English Morning; 10P; Add. 16 Mahatma
Gandhi Rd., Bangalore-1 (My.); Grams:
DECCERALD; Phone 24101.

Ad. Rates Display Casual upto 249 cms.
Rs. 5.60 s.c.cm.; Contract 250 cms. &
over Rs. 4.80 s.c.cm.; Prospectuses,
Company Meetings & other Public No-
tices Rs. 6 s.c.cm.; Ear Panels (7.5 cms.
x 4 cms.) upto 25 panels Rs. 52.50 per
panel; Contract 26 panels & over Rs. 45
per panel; Spl. pos. Solus Front Pg.
(min. 10 cms. x 2 cols., max. 25 cms. x
3 Cols.) 50% extra; Combined rates for
Deccan Herald & Prajavani: Casual
upto 249 cms. Rs. 8.40 s.c.cm.; Con-
tract : 250 cms. & over Rs. 7.50 s.c.cm.;
Ear panels (7.5 cms. x 4 cms.) 26 panels
Rs. 65 per panel.

Mech. Data Pages (weekdays) 8, (Sun-
days) 12; Size 57 cms. x 42 cms.; Print
area 51 cms. x 40 cms.; n.c. 8; c.l. 51 cms.;
c.w. 4.87 cms.; Screen 65 to 80; Stereos
and Mats accepted.

Gen. Inf. Estd. 1948; Ed. G. V. Krupani-
dhi; Ad. Mgr. K. P. Krishnamoorthi;
Pubd. by the Printers (Mysore) Pvt.
Ltd.; Policy: Independent Nationalist;
Member: IENS & AINEC.

Cir. ABC (July-Dec. '64) 40,404 (PR
36,304).

Language

DAILY AZAD
Urdu Morning; 10P; Add. 150 Ebrahim
Saheb St., Bangalore-1. (My.); Grams:
AZAD; Phone 24168.

Ad. Rates Casual 1st insertion Rs. 2.20
s.c.cm.; Subsequent insertions Rs. 2

s.c.cm.; Contract 125 cms. to 250 cms.
Rs. 1.80 s.c.cm.; 251 cms. & over Rs.
1.60 s.c.cm.; Govt., Municipal & other
Public Notices etc. Rs. 2.40 s.c.cm.;
Entertainment etc. Rs. 1.50 s.c.cm.

Mech. Data Pages 6; Size 50 cms. x
37.5 cms.; Print area 45 cms. x 35 cms.;
n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen
60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939; Ed. & Pub. Abdul
Hadi Riffath; Ad. Mgr. Labeeb Ahmed;
Cinema Section; Anees Ahmed; Sports
Section: Abdul Basith; Circulation Sec-
tion: Anver Khan; Policy: Nationalist.

Cir. PR 6,098.

DAILY PASBAN

Urdu Morning; Except Sundays; 10P;
Add. 226-227 Meenaksy Koil St.,
Bangalore-1 (My.); Grams: PASBAN;
Phone 4611.

Ad. Rates Casual 1st insertion Rs. 2.40
s.c.cm.; Subsequent insertions Rs. 2 s.c.
cm.; Contract upto 249 cms. Rs. 1.80
s.c.cm.; 250 cms. & over Rs. 1.40 s.c.cm.;
Municipal, Railway & other Public
Notices Rs. 1.60 s.c.cm.; Entertainment
Rs. 1.20 s.c.cm.

Mech. Data Pages 6; Size 50 cms. x
37.5 cms.; Print area 45 cms. x 35 cms.
n.c. 7 cms.; c.l. 45 cms.; c.w. 5 cms.;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1946; Ed. H. M. Ismail
Tabish; Ad. Mgr., Syed Altaf Hussein;
Pub. K. M. Azeem Autish; Policy:
Independent, Pro-Congress.

Cir. 7,430 Cc (PR 5,000 Prov.).

HITHAVANI

Kannada Morning; 4P; Add. 144
Highway, Virajpet, P.O., Coorg; Grams:
HITHAVANI; Phone 4.

Ad. Rates Casual Rs. 1.50 s.c.cm.; Contract 150 cms. to 699 cms. Rs. 1.25 s.c.cm.; 700 cms. & over Re. 1 s.c.cm.; Notices etc. Rs. 2 s.c.cm.

Mech. Data Pages 2; Size 45 cms. x 29 cms.; Print area 38 cms. x 24 cms.; n.c. 5; c.l. 38 cms.; c.w. 4.5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. & Pub. Krishnagiri Govinda Rao; Ad. Mgr. B.G. Rao; Policy: Nationalist Constructive.

Cir. 3,000 Cc (PR 3,250).

JANAVANI

Kannada morning; 6P; Add. 14/1, North Anjaneya Temple Rd., Basavan-gudi, Bangalore-4; Grams: PRAJA-MATA; Phones 70284, 71639, 23422 & 22498.

Ad. Rates Casual upto 250 cms. Rs. 1.60 s.c.cm.; Contract 251 cms. & over Re. 1 s.c.cm.; For combined rates with Praja-mata Kannada or Telugu or all weeklies refer to data for Prajamata Kannada.

Mech. Data Pages 4; Size 57. 5 cms. x 41.9 cms.; Print area 50 cms. x 39.4 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.7 cms.; Screen 60 to 80; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1934; Ed. G. S. Nara-simha Somayaji; Pub. T. A. Pampapathy; Policy: Nationalist.

Cir. PR. 3,576.

NAVABHARATH

Kannada Morning; 7P; Add. Kodialbail P.O. Box No. 706, Mangalore-3 (My.); Grams: NAVABHARATH; Phones 1350 (3 lines).

Ad. Rates Display Casual Rs. 2.50 s.c. cm.; Contract 250 cms. & over Rs. 2. s.c.cm.; Front Pg. 50% extra; Top panel Casual Rs. 18 per insertion; 4 panels & over Rs. 15 per panel; Company Pros-pectuses & Announcements, Public Notices, Reports & Notices Rs. 2.40 s.c.cm.

Mech. Data Pages 6; Size 55 cms. x 42 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1941; Ed. V. S. Kudva; Ad. Mgr. N. B. Kini; Pubd. by The Newspaper Publishers Pvt. Ltd.; Policy: Independent.

Cir. 21,063 Cc (PR 18,406).

PRAJAVANI

Kannada Morning; 10P; Add. 16 Maha-tma Gandhi Rd., Bangalore-1 (My.); Grams: VANI; Phone 24102.

Ad. Rates Display Casual upto 249 cms. Rs. 3.70 s.c.cm.; Contract 250 cms. & over Rs. 3.20 s.c.cm.; Prospectuses, Company Meetings & other Public Notices Rs. 3.60 s.c.cm.; Ear Panels (7.5 cms. x 4 cms.) upto 25 panels Rs. 40 per panel; Contract 26 panels & over Rs. 32 per panel; Spl. pos. solus Front Pg. (min. 10 cms. x 2 cols, max. 25 cms. x 3 cols.) 50% extra; Combined rates for Deccan Herald & Prajavani refer Dec-can Herald data.

Mech. Data Pages (weekdays) 8, (Sun-days) 12; Size 57 cms. x 42 cms.; Print area 51 cms. x 40 cms.; n.c. 8; c.l. 51 cms.;

NAVABHARATH KANNADA DAILY MANGALORE-3

LEADING DAILY

Published from Mangalore
In Mysore State

Finest Medium for
Advertising in
KANNADA
NEWSPAPERS

c.w. 4.87 cms.; Screen 65 to 80; Stereos and Mats accepted.

Gen. Inf. Estd. 1948; Ed. T. S. Ramachander Rao; Ad. Mgr. K. P. Krishnamoorthy; Pubd. by The Printers (Mysore) Pvt. Ltd.; Policy: Nationalist; Member: IENS, AINEC & ILNA.

Cir. ABC (July-Dec. '64) 60,345 (PR 54,322).

SADHVI

Kannada Morning; 20P; Add. 323 Subbiah Rd., Mysore-1 (My.); Grams: SADHVI; Phone 792.

Ad. Rates Casual Re. 1 s.c.cm.; Contract upto 250 cms. 80P. s.c.cm.; Upto 1,250 cms. 70P. s.c.cm.; Upto 2,250 cms. 60P. s.c.cm.; Ear Panels Casual Front Pg. Rs. 4.50 per panel; Contract upto 50 panels Rs. 4.25 per panel.

Mech. Data Pages 2; Size 44.5 cms. x 28.5 cms.; Print area 39 cms. x 24 cms.; n.c. 4; c.l. 39 cms.; c.w. 6 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1936; Ed. & Pub. Agaram Rangiah; Ad. Mgr. A. R. Chandrasekhariah; Policy: Independent.

Cir. 5,700 Cc. (PR. 5,712).

SAMYUKTA KARNATAKA ABC
Kannada Morning; Pubd. simultaneously from Hubli & Bangalore; 10P; Add. Hubli edn.: Koppikar Rd., P.O. Box No. 30; Bangalore edn.: Residency Rd., (My.); Grams: (Hubli) KARNATAK, (Bangalore) LOKTRUST; Phones (Hubli) 39, 539, (Bangalore) 24121, 24122.

Ad. Rates Display combined for Hubli & Bangalore edns.; Casual upto 250 cms. Rs. 5 s.c.cm.; Contract 251 cms. to 600 cms. Rs. 4 s.c.cm.; 601 cms. & over Rs. 3 s.c.cm.; Entertainment Casual Rs. 3 s.c.cm.; Contract Rs. 2.50 s.c.cm.; Front Pg. 50% extra (min. 5 cms. x 2 cols.); Hubli edn. only: 1 to 250 cms. Rs. 3.50 s.c.cm.; 251 cms. to 600 cms. Rs. 2.50 s.c.cm.; 601 cms. & over Rs. s.c.cm.; Entertainment ads. Casual Rs. 2 s.c.cm.; Contract 251 cms. & over Rs. 1.50 s.c.cm.; Govt. Railway, Prospectuses & other Public Notices Rs. 3.50 s.c.cm.; Panels (Front Pg. top) Casual Rs. 20 per panel; Contract 25 panels & over Rs. 15 per panel; Front

Pg. (min. 5 cms. x 2 cols.) 50% extra; Bangalore edn. only: Display 1 to 250 cms. Rs. 2.50 s.c.cm.; Contract 251 cms. to 600 cms. Rs. 2 s.c.cm.; 601 cms. & over Rs. 1.50 s.c.cm.; Govt., Railways & other Public Notices Rs. 2.50 s.c.cm.; Front Pg. (min. 5 cms. x 2 cols.) 50% extra; Entertainment ads. Casual Rs. 2 s.c.cm.; Contract 251 cms. & over Rs. 1.50 s.c.cm.; Panels (Front Pg. top) Casual Rs. 15 per panel; Contract 25 panels & over Rs. 12 per panel.

Mech. Data Hubli edn. Pages 8; Size 57 cms. x 41 cms.; Print area 52.5 cms. x 41 cms.; n.c. 8; c.l. 52.5 cms.; c.w. 4.87 cms.; Bangalore edn.: Size 63.5 cms. x 41 cms.; Print area 55 cms. x 41 cms.; c.l. 55 cms.; Screen over 55; Stereos and Mats accepted.

Gen. Inf. Ed. R. R. Diwakar; Ad. Mgr. B. C. Guttal; Secy. A. R. Diwakar; Pubd. by Loka Shikshan Trust, Hubli; Member: IENS & AINEC.

Cir. ABC (July-Dec. '64) 50,866 (PR Hubli edn. 32,283, Bangalore edn. 16,240).

SATYAVADI

Kannada Morning; 2P; Add. Satyavadi Bldgs.; Chamarajapuram, Mysore-4 (My.); Grams: SATYAVADI.

Ad. Rates On application.

Mech. Data Pages 2 to 4; Size 38 cms. x 25 cms.; Print area 33 cms. x 22 cms.; n.c. 4; c.l. 33 cms.; c.w. 5.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1917; Ed. & Pub. M. S. Krishna Rao; Ad. Mgr. M. K. Mukunda Rao; Policy: Independent.

Cir. 2,000 Cc (PR 2,000).

SHAKTHI

Kannada Morning; 5P; Add. Maracara Post, Coorg (My.); Grams: SHAKTI.

Ad. Rates Display Contract Rs. 1.20 s.c.cm.; F. Pg. Rs. 230, H. Pg. Rs. 120; Qr. Pg. Rs. 62 per insertion; Public Notices Rs. 1.50 s.c.cm.

Mech. Data Pages 2; Print area 37.5 cms. x 26.25 cms.; n.c. 5; c.l. 37.5 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. & Pub. B. S. Gopalkrishna; Ad. Mgr. T. A. Athura Shetty; Policy: Independent.

Cir. PR 3,203.

TAINADU

Kannada Morning; 10P; Add. 22 Cubbon Road, P.O. Bag No. 385, Bangalore-1 (My.); Grams : TAINADU; Phones 70751, 73171 & 73172.

Ad. Rates Display Casual Rs. 2.50 s.c.cm.; Contract Rs. 1.75 s.c.cm.; Prospectuses, Company Meetings & other Public Notices etc. Rs. 2.75 s.c.cm.; Entertainment Rs. 1.75 s.c.cm.; Ear Panels Casual Rs. 15 per panel; Contract 25 panels & over Rs. 12-50 per panel; Front Pg. 50% extra.

Mech. Data Pages 8 ; Size 59.5 cms. x 41.5 cms.; Print area 53.5 cms. x 38.5 cms.; n.c. 8; c.l. 53.5 cms.; c.w. 4.7 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1927; Ed. T. Siddappa; Ad. Mgr. T. C. S. Basawaraj; Policy: Independent; Member: IENS.

Cir. 23,840 Cc (PR 16,000 Prov.).

VISHWA VANI

Kannada Morning; 8P; Add. Traffic Island, P.O. Box No. 85, Hubli (My.); Grams: VISHWAVANI; Phones 2601 & 2701.

Ad. Rates Upto 253 cms. Rs. 2 s.c.cm.; Contract 254 cms. & over Rs. 1.50 s.c.cm.; Govt. & other Public Notices Rs. 2.80 s.c.cm.; Casual Ear Panels: Front Pg. 1 to 24 Rs. 15 per panel; Contract 25 panels & over Rs. 12 per panel.

Mech. Data Pages 4; Size 68 cms. x 50 cms.; Print area 60 cms. x 46.5 cms.; n.c. 10; c.l. 60 cms.; c.w. 4.6 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. & Pub. Patil Puttappa; Ad. Mgr. S. K. Deshpande; Policy: Independent, Nationalist.

Cir. 15,800 Cc (PR 15,257).

CONSUMER PUBLICATIONS

WEEKLIES

English

MYSINDIA

ABC English Weekly; 20P; Add. 38-A Mahatma Gandhi Rd., Bangalore-1 (My.); Grams: MYSINDIA; Phone 4550.

Ad. Rates Casual Rs. 2.40 s.c.cm.; Contract 250 cms. & over Rs. 2 s.c.cm.; Solus pos. (15 cms. x 2 cols. x) 25% extra over ord. rate; Colour ads. Black & 1 colour Rs. 3 s.c.cm.; Black & 2 colours Rs. 3. 60 s.c.cm.; Black & 3 colours Rs. 4.20 s.c.cm.

Mech. Data Pages 24; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 21.5 cms.; n.c. 4; c.l. 32.5 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939; Ed. & Pub. D. N. Hosali; Ad. Mgr. K. H. Acharya; Policy: Independent, general pictorial weekly; Member: IENS & AINEC.

Cir. ABC (Jan.-June '64) 11,142 (PR 13,450).

Language

BELGAUM SAMACHAR

Marathi Weekly; 7P; Add. Belgaum Samachar Weekly Office, Belgaum (My.); Phone 397.

Ad. Rates Upto 120 cms. Re. 1 s.c.cm.; 121 to 250 cms. 75P. s.c.cm.; 251 cms. to 500 cms. 60P. s.c.cm.; 501 cms. & over 50 P. s.c.cm.

Mech. Data Pages 6; Size 43 cms. x 35 cms.; Print area 38 cms. x 26 cms.; n.c. 5; c.l. 38 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1863; Ed. & Pub. P. S. Parulekar; Policy: Independent.

Cir. 2,800 Cc (PR 1,900).

GOKULA

Illustrated Kannada Weekly; 40P; Add. 22, Cubbon Road, Post Bag No. 385,

Bangalore-1 (My.); Grams: TAINADU;
Phone 73171.

Ad. Rates Display Casual Rs. 2.40 s.c.
cm.; Entertainment Rs. 1.75 s.c.cm.;
for colour ads. 25% extra for each
colour.

Mech. Data Pages 40; Size 33 cms. x
25 cms.; Print area 28 cms. x 20 cms.;
n.c. 4; c.l. 28 cms.; c.w. 5 cms.; Screen
80; Stereos and Blocks accepted.

Gen. Inf. Estd. 1963; Ed. Khadri Sham-
anna, Ad. Mgr. T. C. S. Basavaraj;
Policy: Nationalistic; Member: IENS.

Cir. Not available.

JANAPRAGATHI

Kannada Weekly; 20P; Add. 10, 1st
Main Rd., Gandhinagar, Bangalore-9
(My.); Grams: JANPRAGATHI; Phone
71501.

Ad. Rates 1 to 250 cms. Rs. 1.40 s.c.cm.;
Contract 251 cms. & over Rs. 1.20 s.c.
cm.; Public Notices & Company Meet-
ings etc. Rs. 1.60 s.c.cm.; Ear Panels
(5 cms. x 5 cms.) on 3rd page min.
contract for 12 panels Rs. 10 per panel;
Colour ad. rates on application.

Mech. Data Pages 24; Size 36.25 cms. x
23.75 cms.; Print area 32 cms. x 21.50
cms.; n.c. 4; c.l. 32 cms.; c.w. 5 cms.;
Screen upto 100; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1951; Ed. B. N. Gupta;
Ad. Mgr. B. S. Krishnaswami; Pubd. by
Pragati Publications; Policy: Indepen-
dent; Member: IENS.

Cir. 15,849 Cc (PR 13,240).

JANASEVAKA

Kannada Weekly; 10P; Add. Ankola
(My.).

Ad. Rates Casual Re. 1 s.c.cm.; Contract:
80P. s.c.cm.; F. Pg. Rs. 100, H. Pg.
Rs. 50, Qr. Pg. Rs. 25 per insertion.

Mech. Data Pages 8; Size 38 cms. x
25 cms.; Print area 32 cms. x 22 cms.;
n.c. 4; c.l. 32 cms.; c.w. 5 cms.; Screen
60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. Ammembal
Ananda; Pubd. by Kanara Welfare
Trust; Policy: Social Welfare.

Cir. 1,500 Cc (PR 771).

KANARA NEWS

Kannada Weekly; 9P; Add. Kumta, N.
Kanara (My.).

Ad. Rates On application.

Mech. Data Pages 4; Print area 30 cms.
x 19 cms.; n.c. 3; c.l. 30 cms.; c.w.
6.25 cms.; Screen 60; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1916; Ed. & Pub. P. K.
Shanbhag; Policy: Independent.

Cir. PR 1,400.

KANTVERAVA

Kannada Weekly; 9P. Add. Carr St.,
Mangalore-1 (My.); Phone 970.

Ad. Rates Rs. 1.20 s.c.cm.

Mech. Data Pages 6 to 8; Size 37.5
cms. x 25 cms.; Print area 32.5 cms. x
21.5 cms.; n.c. 4; c.l. 32.5 cms.; c.w. 5
cms.; Screen 60; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1910; Ed. & Pub. Murli
Bhima Rao; Policy: Independent.

Cir. Not available.

KARMAVEER

ABC
Kannada Weekly; 25P; Add. Karnatak
Press Bldg., Koppikar Rd., P.O. Box
No. 30, Hubli (My.); Grams: KARNA-
TAK; Phones 39, 539.

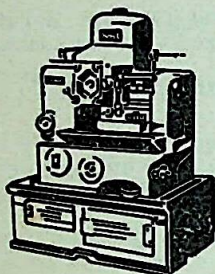
Ad. Rates Casual 1 to 100 cms. Rs. 2
s.c.cm.; Contract 200 cms. & over
Rs. 1.50 s.c.cm.; Entertainment Re. 1
s.c.cm.

Mech. Data Pages 24; Size 41 cms. x
28 cms.; Print area 36 cms. x 24 cms.;
n.c. 5; c.l. 36 cms.; c.w. 4.5 cms.; Screen
65; Stereos and Mats accepted.

Gen. Inf. Estd. 1921; Ed. R. R. Diwakar;
Ad. Mgr. B. G. Guttal; Pubd. by Loka
Shikshan Trust, Hubli; Policy: General
pictorial weekly; Member: IENS &
AINEC.

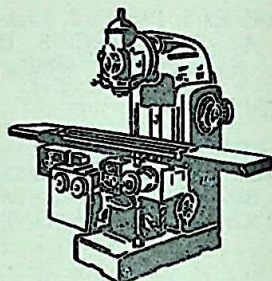
Cir. ABC (July-Dec. '64) 18,735 (PR
19,333).

HINDUSTAN **ANNOUNCES** **FURTHER DIVERSIFICATION** **OF PRODUCTION**



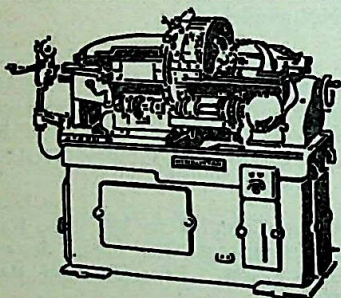
1. HINDUSTAN HIGH SPEED GEAR SHAPER

Model 2 A — 175 mm P.D. 50 mm Face 6 D.P.—up to Model 4. In collaboration with Messrs. Drümmold Brothers (U.K.)



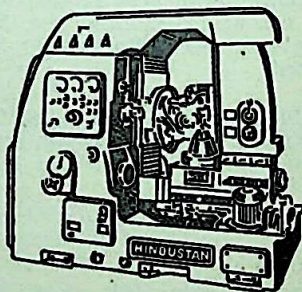
2. HINDUSTAN ELECTRICALLY CONTROLLED MILLING MACHINE

For Automatic Milling Cycles. Model FH 2D/3 & FV 2D/3, Sizes : mm 1350 x 355 & 1600 x 355. In collaboration with Messrs. Fritz Werner (West Germany)



3. HINDUSTAN SINGLE SPINDLE BAR AUTOMATICS

12 mm to 65 mm capacity Work Table Diameter. In collaboration with Messrs. Manurhin (France)



4. HINDUSTAN HEAVY DUTY GEAR HOBBIING MACHINE

300 mm, 400 mm, 710 mm & 900 mm. In collaboration with Messrs. Liebherr (West Germany)

HINDUSTAN MACHINE TOOLS **BANGALORE**

PINJORE KALAMASSERY HYDERABAD

ASP-HMT-6

KARNATAK BANDHU

Kannada Weekly; 13P; Add. Post Gadag, Distt. Dharwar (My.); Grams: BANDHU.

Ad. Rates Upto 250 cms. Re. 1 s.c.cm.; 251 cms. to 624 cms. 90P. s.c.cm.; 625 cms. & over 80P. s.c.cm.; Municipal, Govt., Military & other Public Notices Rs. 1.40 s.c.cm.; All other Casual ads. Rs. 1.20 s.c.cm.

Mech. Data Pages 16; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 20 cms.; n.c. 4; c.l. 32.5 cms.; c.w. 5 cms.; Screen 60 to 70; Blocks and Stereos accepted.

Gen. Inf. Estd. 1930; Ed. & Pub. C. V. Hiremath; Ad. Mgr. O. J. J. Mugad; Policy: Nationalist.

Cir. 9,425 Cc (PR 1,575).

KARNATAK VAIBHAV

Kannada Bi-weekly; 15P; Add. P.O. Box No. 10, Gundabawadi Rd., Bijapur; Grams: KARNATAK VAIBHAV; Phone 64.

Ad. Rates On application.

Mech. Data Pages 10; Size 37.5 cms. x 25.5 cms.; Print area 35 cms. x 20 cms.; n.c. 4; c.l. 35 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1892; Ed. & Pub. S. N. Patil.

Cir. 1,000 Cc (PR 618).

NAVAYUGA

Kanarese Weekly; 20P; Add. P.O. Box No. 22, Palukote, Udipi (My.); Grams: NAVAYUGA; Phone 226.

Ad. Rates Flat rate of Rs. 1.50 s.c.cm.

Mech. Data Pages 16; Size 38.1 cms. x 25.4 cms.; Print area 33 cms. x 20.3 cms.; n.c. 4; c.l. 33 cms.; c.w. 5 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1921; Ed. & Pub. K. H. Shetty; Policy: Nationalist.

Cir. 2,000 Cc (PR 1,701).

PRAGATHI

Kannada Weekly; 6P; Add. 129 Appu Rao Rd., Chamarajapet, Bangalore-18 (My.); Phone 70873.

Ad. Rates Rs. 1.20 s.c.cm.; Pg. rate: F. Pg. Rs. 100, H. Pg. Rs. 50 per insertion.

Mech. Data Pages 4; Size 40 cms. x 25 cms.; Print area 32.5 cms. x 21 cms.; n.c. 4; c.l. 32.5 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed., Ad. Mgr. & Pub. B. S. Satyanarayana; Policy: Independent.

Cir. PR 5,000 uncertified.

PRAJAMATA

ABC Kannada Weekly; 25P; Add. 14/1 North Anjaneya Temple Rd., Bangalore-4 (My.); Grams: PRAJAMATA; Phones 70284, 23422, 22498 & 71639.

Ad. Rates Casual upto 250 cms. Rs. 3 s.c.cm.; Contract 251 cms. & over Rs. 2.50 s.c.cm.; Combined Rates: Prajamata Kannada, Prajamata Telugu Weekly & Janavani Daily Rs. 4.50 s.c.cm.; Prajamata Kannada & Prajamata Telugu Weekly Rs. 4 s.c.cm.; Prajamata Kannada & Janavani Daily Rs. 3 s.c.cm.; Prajamata Telugu & Janavani Daily Rs. 2.50 s.c.cm.

Mech. Data Pages 24; Size 40.6 cm. x 27.8 cms.; Print area 37.5 cms. x 25 cms.; n.c. 5; c.l. 37.5 cms.; c.w. 4.77 cms.; Screen 60 to 80; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1931; Ed. K. Lakshmiah; Pubd. by T. A. Pampapthy; Policy: Independent Nationalist.

Cir. ABC (July-Dec. '64) 31,023 (PR 32,997).

PRAJAMATA

ABC Telugu Weekly; 25P; Add. 14/1 North Anjaneya Temple Rd., Bangalore-4 (My.); Grams: PRAJAMATA; Phones 70284, 23422, 71639 & 22498.

Ad. Rates Casual upto 250 cms. Rs. 2.50 s.c.cm.; Contract 251 cms. & over Rs. 2 s.c.cm.; For combined rates with any one or more papers in the group, refer to details in Prajamata Kannada Weekly.

Mech. Data Pages 24; Size 40.6 cms. x 27.8 cms.; Print area 37.5 cms. x 25 cms.; n.c. 5; c.l. 37.5 cms.; c.w. 4.7 cms.;

Screen 60 to 80; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. G. Venkatappa; Pub. T. A. Pampapathy; Policy: Nationalist.

Cir. ABC (July-Dec. '64) 12,240 (PR 12,773).

PRAKASHA

Kannada Weekly; Tuesdays; 20P; Add. P.O. Box No. 17, Udipi; Phone 27.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract upto 249 cms. Rs. 1.50 s.c. cm.; 250 cms. & over Rs. 1.50 s.c.cm.

Mech. Data Pages 20; Size Crown Half; Print area 32 cms. x 22 cms.; n.c. 4; c.l. 32 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1944; Ed. A. Janardhan Alse; Pubd. by M/s C.C.I.P. Ltd.

Cir. PR 1,804.

PRAPANCHA

Kannada Weekly news magazine; 30P; Add. 10 Crescent Road, High Grounds, P.O. Box No. 6, Bangalore -1 (My.); Grams: PRAPANCHA; Phone 74911.

Ad. Rates Upto 250 cms. Rs. 2.50 s.c.cm.; 251 cms. & over Rs. 2 s.c.cm.; Govt. & Special Interests Rs. 3 s.c.cm.; Entertainment Rs. 2 s.c.cm.

Mech. Data Pages 36; Size 33 cms. x 25 cms.; Print area 29 cms. x 21 cms.; n.c. 4; c.l. 29 cms.; c.w. 5 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. & Pub. Patil Puttappa; Ad. Mgr. S. K. Deshpande; Policy: Politically Nationalist.

Cir. 26,330 Cc (PR 27,892).

RASHTRA BANDHU

Kannada Weekly; Sundays; 10P; Add. Kodri Arya Samaj Rd., Mangalore-3 (My.); Grams: RASHTRABANDHU.

Ad. Rates On application.

Mech. Data Pages 8; Print area 40 cms. x 25 cms.; n.c. 4; c.l. 40 cms.; c.w. 5.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf) Estd. 1928; Ed. & Pub. K. R. Achar; Policy : Nationalist.

Cir. PR 1,270.

RAYABHARI

Kannada Weekly; 12P; Add. P.O. Box No. 3, Udipi (My.); Phone 118.

Ad. Rates Casual Rs. 2.20 s.c.cm.; 65 cms. to 125 cms. Rs. 2 s.c.cm.; 126 cms. to 250 cms. Re. 1 s.c.cm.; 251 cms. to 625 cms. 80P s.c.cm.; Contract 626 cms. & over 50P s.c.cm.

Mech. Data Pages 12; Size 35.56 cms. x 25.4 cms.; Print area 33.02 cms. x 21.59 cms.; n.c. 4; c.l. 33.02 cms.; c.w. 5.08 cms.; Screen 60; Stereos accepted.

Gen. Inf. Estd. 1952; Ed. S. L. Narayana Bhat; Ad. Mgr. Shama Sunder Madyastha; Pub. P. Rabindra Nayak; Policy: Independent.

Cir. PR 1,000.

SANDARSHANA

Kannada Weekly; 15P; (yearly subs. Rs. 7); Add. Shri Sudarshana Press, Main Rd., Bijapur (My.).

Ad. Rates On application.

Mech. Data Pages 12; Size 40 cms. x 35 cms.; Print area 35 cms. x 28 cms.; n.c. 5; c.l. 35 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. & Pub. V. B. Naik.

Cir. 3,000 Cc (PR 2,000).

VIKRAMA

Kannada Weekly; 20P; Add. 52/59 5th Rd., Chamrajapet, Bangalore-18 (My.); Phone 70888.

Ad. Rates Casual Rs. 1.60 s.c.cm.; Contract 251 cms. & over Rs. 1.40 s.c.cm.; Entertainment Casual Rs. 1.40 s.c.cm.; Contract 251 cms. & over Rs. 1.25 s.c.cm.

Mech. Data Pages 16; Size 37.5 cms. x 25 cms.; Print area 33.8 cms. x 21 cms.; n.c. 4; c.l. 33.8 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. B. S. N. Mal-
lyya; Ad. Mgr. S. Vasantha; Pub. by
Vikram Prakashan Trust; Policy: Na-
tionalist; Member: AINEC.

Cir. 10,500 Cc (PR 9,023).

VISWAKARNATAKA

Kannada Weekly; 6P; Add. 102 Balepet,
Bangalore-2 (My.); Phone 71137.

Ad. Rates Casual upto 250 cms. Rs. 1.40
s.c.cm.; Contract 251 cms. & over
Rs. 1.20 s.c.cm.

Mech. Data Pages 4; Size 37.5 cms.;
Print area 32. 5 cms. x 21.5 cms.; n.c.
4; c.l. 32.5 cms.; c.w. 5 cms.; Screen 60;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. & Pub. T. B.
Dharanendraiah; Ad. Mgr. Raja Rao;
Policy: Independent.

Cir. 5,900 Cc (PR 5,000 Prov.).

OTHER PERIODICITIES

English

CURRENT SCIENCE

English Fortnightly; Add. The Current
Science Association, Hebbal P.O., Ban-
galore-6 (My.); Grams: CURRENT
SCIENCE; Phone 71310.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60,
Qr. Pg. Rs. 40 per insertion.

Mech. Data Pages 48; Print area 20 cms.
x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 7.5
cms; Screen 65; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1932; Ed. (Dr.) A. S.
Ganesan; Mgr. & Pub. S. R. S. Sastry;
issued by The Current Science Associa-
tion; Policy: Publication of notes &
articles on all branches of science.

Cir. 2,400 Cc (PR 2,200).

Language

KAILASA

Illustrated Kannada Monthly; 75P;
Add. 22, Cubbon Rd., P.O. Bag No. 385,
Bangalore-1 (My); Grams: TAINADU;
Phone 73171.

Ad. Rates Casual Rs. 125 per Pg.;
Contract Rs. 100 per Pg.; Colour ads.
25% extra for each colour.

Mech. Data Pages 150; Size 19 cms. x
14 cms.; Print area 15 cms. x 10 cms.;
n.c. 2; c.l. 15 cms.; c.w. 5 cms.; Screen
80; Stereos and Blocks accepted.

Gen. Inf. Estd. 1963; Ed. N. S. Seetha-
rama Sastry; Ag. Mgr. T. C. S. Basava-
raj; Policy: Nationalist.

Cir. Not available.

KASTURI

ABC
Kannada Monthly; 85P; Add; Koppikar
Rd., P.O. Box No. 30, Hubli (My.);
Grams: KARNATAK.

Ad. Rates Casual F. Pg. Rs. 180, H. Pg.
Rs. 95, Qr. Pg. Rs. 50 per insertion;
Contract 6 or more insertions F. Pg.
Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45
per insertion; Casual Back cover (2
colours) Rs. 350, Contract Rs. 300 per
insertion; Casual 2nd & 3rd covers
(2 colours) Rs. 300, Contract Rs. 225
per insertion.

Mech. Data Pages 148; Size 18.5 cms. x
13.75 cms.; Print area 16.5 cms. x 11 cms.;
n.c. 2; c.l. 16.5 cms.; c.w. 5 cms.; Screen
75 to 100; Stereos and Mats accepted.

Gen. Inf. Estd. 1956; Ed. R. R. Diwakar;
Ad. Mgr. B. G. Guttal; Pubd. by Lok
Shikshan Trust; Policy : Kannada digest
magazine.

Cir. ABC (July-Dec., '64) 26,376 (PR
26,166).

MANORAMA

Kannada Film Fortnightly; Add. 10,
Crescent Road, High Grounds, Banga-
lore-1 (My.); Grams: PRAPANCHA;
Phone 74911.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs.
60, Qr. Pg. Rs. 35; Cover 50% extra;
Colour 25% extra for each colour.

Mech. Data Pages 32; Size 33 cms. x
x 25 cms.; Print area 29 cms. x 21 cms.;
n.c. 4; c.l. 29 cms.; c.w. 5 cms.; Screen
65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. & Pub. Patil
Puttappa; Ad. Mgr. S. K. Deshpande.

Cir. 11,600 Cc (PR 9,001).

NAGUVA-NANDA

Kannada Monthly; 25P; Add. M/s.
Ranajanna Publications, Nehru Circle,
Bangalore-20 (My.); Phone 27082.

Ad. Rates F. Pg. Rs. 50, H. Pg. Rs. 30, Qr. Pg. Rs. 15; Cover Pgs. 2nd & 3rd covers Rs. 60, 4th cover Rs. 75.

Mech. Data Pages 48; Size 21 cms. x 14 cms.; Print area 18 cms. x 10.5 cms.; n.c. 2; c.l. 18 cms.; c.w. 5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933; Ed. & Pub. C. R. Krishna Rao; Policy: Humour.

Cir. 6,000 Cc (PR 4,966).

PRAKASHINI

Kannada Monthly; 25P; Add. P.O. Box No. 4, Udipi P.O. S. K. (My.).

Ad. Rates F. Pg. Rs. 60, H. Pg. Rs. 35, Qr. Pg. Rs. 20 per insertion; 2nd cover Pg. Rs. 85, 3rd cover Rs. 100, 4th cover Rs. 100 per insertion.

Mech. Data Pages 36; Size 21.5 cms. x 14 cms.; Print area 17.5 cms. x 10.5 cms.; n.c. 1; c.l. 17.5 cms.; c.w. 10.5 cms.; Screen 60 to 80; Blocks and Sereos accepted.

Gen. Inf. Estd. 1942; Ed. & Ad. Mgr. T. Sripathi; Pub. Krishnapur Mutt; Policy: Cultural & Dharmik.

Cir. 1,500 Cc (PR 1,500).

SANGAM

Kannada Monthly; 75P; Add. Traffic Island, Hubli (My.); Grams: VISHVA-VANI; Phone 2701.

Ad. Rates Back cover (art) Rs. 175; 2nd & 3rd covers Rs. 150; Colour: 25% extra for each colour; Inside F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 35; Ad. Material by 15th of preceding month.

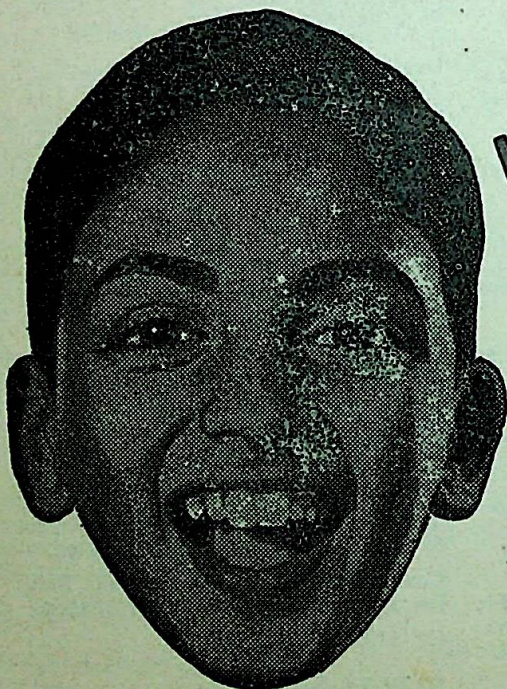
Mech. Data Pages 144; Size 18 cms. x 12 cms.; Print area 15 cms. x 10 cms.; n.c. 2; c.l. 15 cms.; c.w. 5 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. Patil Puttappa; Ad. Mgr. S. K. Deshpande.

Cir. Not available.

THY-31

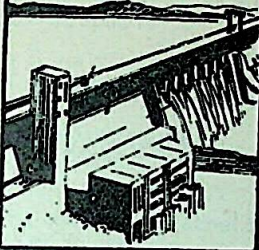
HAMAM-
the only soap for me!



A TATA PRODUCT

FOR LOTS OF LATHER—HAMAM—THE FAMILY SOAP


The Best medium for advertising
your sales message



ସମାଜ
The Samaja
Premier
ORISSA
DAILY & WEEKLY

largest
Circulation

GRAM-SAMAJ CERTIFIED
by
A. B. C



GOPABANDHU BHAWAN
CUTTACK 1. ORISSA

Phone - 301, 308, 114

NI AKHUNTA

ESTD. 1938

(Founder Editor : GODAVARIS MAHAPATRA)

The most widely circulated Oriya Monthly with trenchant comments, criticisms and cartoons.

Read all over Orissa, Andhra, West Bengal, Bihar, Madhya Pradesh and adjoining Oriya tracts.

Price per copy 50 Paise Annual Subscription Rs. 6.00

Net circulation—18,000 copies.

Best medium for Advertisements

For particulars write to:

Manager
NI AKHUNTA
Haripur Road,
CUTTACK-1
(Orissa)

Phone No. 472

Telegram : NIAKHUNTA

AKBAR KHAN'S GUDAKHU

(Tobacco Tooth-Paste)

*Is very popular because :*

It keeps the teeth sparkling white

It lends a pleasant smell to the mouth
and

It ensures perfect dental hygiene

SHAMSUDDIN AKBAR KHAN & CO.
CUTTACK-2. (Orissa)

Phone : Office and Sales Depot 576

FOR HEAVY/LIGHT EARTHMOVING EQUIPMENT, CONSTRUCTION
MACHINERY & ALLIED PRODUCTS:—

CONSULT:—

MIDDLE EAST CONSTRUCTION EQUIPMENTS

Tinkonia Bagicha, CUTTACK-1.

Post Box No. 58, Grams "MECE" CTC Phone: 1103.

DISTRIBUTORS FOR ORISSA:—

M/S. GLENFIELD & KENNEDY LTD., CALCUTTA.

M/S. WILLIAM JACKS & CO. LTD., CALCUTTA.

M/S. KILBURN & CO. LTD., CALCUTTA.

M/S. HINDUSTAN INDUSTRIAL CORPORATION, NEW
DELHI.

M/S. LARSEN & TOUBRO LTD., CALCUTTA.

Branches:

CALCUTTA,
4-Chandney Chowk
Street,
Phone No. 23-4076.
Post Box No. 2738,
Grams: "MECECAL"ROURKELA,
B-Block Quarter
No. B-58,
Sector No. 4..JEYPORE,
Koraput Road,
Dt. Korapur.
Phone No. 138.

Orissa

DAILY NEWSPAPERS

English

EASTERN TIMES

English Morning; 7P; Add. Prajatantra Bldg., Bihari Bag, Cuttack-2 (Or.); Grams: TIMES; Phones 328, 1160.

Ad. Rates Upto 125 cms. Rs. 2.40 s.c.cm.; Contract 126 cms. & over Rs. 2 s.c.cm.; Prospectuses & Company Reports etc. Rs. 3. 20 s.c.cm.; Ear Panels Front Pg.; 1 to 12 panels Rs. 9 per panel, 13 panels & over Rs. 8 per panel.

Mech. Data Pages 4; size 57 cms. x 42.5 cms.; Print area 51 cms. x 40 cms.; n.c. 8; c.l. 51 cms.; c.w. 4.87 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. J. B. Patnaik; Gen. Mgr., M. S. Das; Pubd. by Prajatantra Prachar Samity; Policy: Independent; Member: IENS & AINEC.

Cir. 5,800 Cc (PR 4,911).

Language

GANATANTRA

Oriya Morning; 7P; Add. Katak Chandi Rd., Cuttack-1 (Or.); Grams: GANATANTRA; Phone 857.

Ad. Rates Ord. pos. 1 to 250 cms. Rs. 1.80 s.c.cm.; Contract 251 cms. & over Rs. 1.60 s.c.cm.; Front pg. 50% extra; Ear Panels Front Pg. (10 cms. x 5 cms.) Rs. 12 per panel.

Mech. Data Pages 4; Size 55 cms. x 44 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c.l. 50 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. Harihar Patel; Gen. Mgr. Jayakrishna Das; Pubd. by Gana-prakashan Trust Board.

Cir. PR 8,776.

KALINGA

ABC Oriya Morning; 10P; Add. Mahanadi Rd., Cuttack 1 (Or.); Grams: KALTIMES; Phones 334 & 401.

Ad. Rates Upto 249 cms. Rs. 2 s.c.cm.; Contract 250 cms. & over Rs. 1.60 s.c.cm.; Front Pg. 50% extra; Edtl. top 50% extra; Ear Panels (min. 24 insertions) Rs. 12 per panel; Company Prospectuses 25% extra over display rates.

Mech. Data Pages 6; Size 56 cms. x 42 cms.; Print area 50 cms. x 38.5 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.8 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. Surendra Mohanti; Gen. & Ad. Mgr. B. Rath; Pubd. by Kalinga Publications.

Cir. ABC (Jan.-June '64) 11,046 (PR 12,027).

MATRUBHUMI

ABC Oriya Morning; 10P; Add. Dargha Bazar, Cuttack-1 (Or.); Grams: MATRUBHUMI; Phones 277, 349.

Ad. Rates Upto 140 cms. Rs. 2 s.c.cm.; Contract 141 cms. & over Rs. 1.60 s.c.cm.; Front Pg. 30% extra; Ear Panels Front Pg. (10 cms. x 5 cms.) 12 panels Rs. 18 per panel; Contract 25 panels Rs. 16, 50 panels & over Rs. 15 per panel.

Mech. Data Pages 6; Print area 50 cms. x 37.5 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.70 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. G. C. Rout; Ad. Mgr. N. Das; Policy: Nationalist Independent; Member: IENS & ILNA.

Cir. ABC (July-Dec. '64) 12,313 (PR 12,224).

PRAJATANTRA

Oriya Morning; 10P; Add. Prajatantra Bldg., Bihari Bag, Cuttack-2 (Or.); Grams: PRAJANTARA; Phones 199 & 887.

Ad. Rates Contract 125 cms. & over Rs. 2 s.c.cm.; Ear Panels Front Pg.: 1 to 12 panels Rs. 12, 13 panels & over Rs. 10 per panel.

Mech. Data Pahes 6; Size 57 cms. x 42.5 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Blocks accepted.

Gen. Inf. Estd. 1947; Ed. J. B. Patnaik; Gen. Mgr. M. S. Das; Pubd. by Prajatantra Prachar Samity; Member: IENS & AINEC.

Cir. 15,260 Cc (PR 16,271).

SAMAJ

ABC Oriya Evening; 10P; Add; Gopabandhu Bhavan, Cuttack-1, (Or.); Grams: SAMAJ; Phones 301, 306 & 114.

Ad. Rates Casual upto 125 cms. Rs. 3 s.c.cm.; Contract 126 cscms. & over Rs. 2.50 s.c.cm.; Notices & other classified ads. Rs. 1.40 s.c.cm.; Prospectuses & Announcements Rs. 4.50 s.c.cm.; Front Pg. (min. 10 cms. x 2 cols., max. 20 cms. x 3 cols.) 50% extra; Solus pos. (max. 20 cms. x 3 cols.) 75% extra; Ear Panels Rs. 40 per panel.

Mch. Data Pages 8; Size 56 cms. x 41.5 cms.; Print area 50 cms. x 37.5 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1919; Ed. Radhanath Rath; Ad. Mgr. K. Mohapatra; Pubd. by Servants of the People Society; Policy: Nationalist; Member: IENS, ILNA & AINEC.

Cir. ABC (July-Dec. '64) 28,951 (PR 25,684).

CONSUMER PUBLICATIONS**Language****JHANKAR**

Oriya Monthly; 75P; Add. Prajatantra Bldg., Bihari Bag, Cuttack-2 (Or.); Phone 199.

Ad. Rates On application.

Mech. Data Pages 150; Size 24.5 cms. x 19 cms.; Print area 20 cms. x 15 cms.; n.c. 3; c.l. 20 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Actg. Mg. Ed., G. C. Das; Ad. Mgr. M. S. Das; Pubd. by Prajatantra Prachar Samity.

Cir. PR 2,627.

NIAKHUNTA

Oriya Monthly; 50 P. Add. Haripr Rd., Cuttack-1 (Or.); Grams: NIAKHUNTA; Phone 472

Ad. Rates On application.

Mech. Data Pages 48; Size 25 cms. x 19 cms.; Print area 20 cms. x 15 cms.; n.c. 3; c.l. 20 cms.; c.w. 5 cms.

Gen. Inf. Estd. 1938; Ed. Godavaris Mahapatra; Ad. Mgr. K. C. Misra; Policy: An independent monthly, dealing with political & literary criticism and humour.


Cir. 18,000 Cc (PR Not Availble)

After AMADABATA

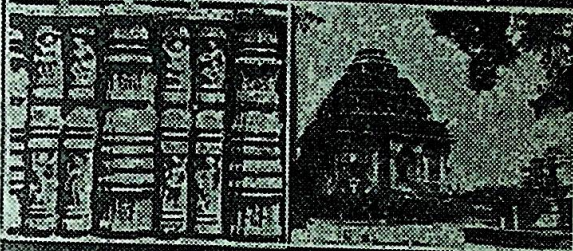
Our present offering **ABHINETRI**
to be followed by **MATIRA MANISHA**

CHHAYAVANI PRATISTHAN, CUTTACK-1. Phone 1081 A
Gram : "CHHAYAVANI"

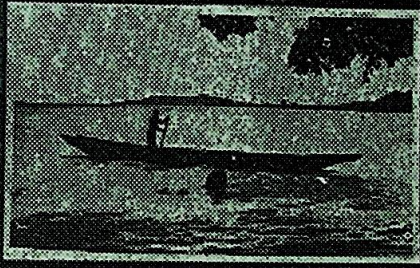
For a perfect holiday



amidst exotic sculpture
grand temples



charming landscape



Come to **ORISSA**

For further particulars, please contact :

Government of Orissa

TOURIST INFORMATION BUREAU

Panthanivas
Bhubaneswar
Phone : 679

Panthanivas
Puri
Phone : 131
Gram: Traveller

College Road
Sambalpur
Phone : 268
Gram: Tourbureau

Sector 4
Rourkela 2
Phone : 2114
Gram: Tourbureau

HOME (P.R.), ORISSA

THE TRIBUNE

AMBALA

FOUNDED IN 1881

and

conducted by a Public Trust

is universally recognised as

the sole effective medium

for carrying sale - messages
to the progressive people of

PUNJAB

HIMACHAL PRADESH

and adjoining territories

Punjab

DAILY NEWSPAPERS

English

TRIBUNE

ABC

English Morning; 13P; Add. Alexandra Rd., Ambala Cantt. (Pun.); Grams: TRIBUNE; Phone P.B. Ex Jns. 1, 2, 3.

Ad. Rates Display Casual upto 249 cms. Rs. 7.50 s.c.c.m.; Contract 250 cms. & over Rs. 6.50 s.c.c.m.; Prospectuses, Company Announcements etc. Rs. 12 s.c.c.m.; Entertainment Rs. 4.50 s.c.c.m.; Spl. pos.: Front Pg. Bottom Semisolus Left hand side (min. 5 cms. x 2 cols. or 10 cms. x 1 col), and Right hand side (min. 5 cms. x 2 cols. or 10 cms. x 1 col, max. 25 cms. x 3 cols.) 50% extra; Solus pos. Front Pg. (min. 20 cms. x 2 cols., max. 25 cms. x 3 cols.) 100% extra; Leader Pg: top of Leader (10 cms. x 1 col.) 50% extra; Right hand bottom (10 cms. x 2 cols.) 50% extra; Ear Panels Front Pg. (5 cms. x 1 col.) Casual Rs. 45 per panel; Contract 13 insertions & over Rs. 40 per panel; Specified pos. 25% extra.

Mech. Data Pages 10; Size 57.5 cms. x 42.5 cms.; Print area 53 cms. x 40 cms.; n.c. 8; c.l. 53 cms.; c.w. 4.80 cms.; Screen 65 to 80; Stereos and Mats accepted.

Gen. Inf. Estd. 1881; Ed. R. Madhavan Nair; Ad. Mgr. K. D. Bhardwaj; Pubd. by The Tribune Trust; Policy: Nationalist; Member: IENS & AINEC.

Cir. ABC (July-Dec. '64) 57,316 (PR 46,613).

Language

AJIT

Punjabi Morning; Daily 13P.; Sunday Edition 15P; Add. Ajit Bhawan, Nehru

Garden Road, Jullundur City (Pun.); Grams: AJIT; Phone 2309.

Ad. Rates Casual Rs. 2 s.c.c.m.; Contract: Rs. 1.60 s.c.c.m.; Front Pg. 100% extra.

Mech. Data Pages Daily 6, Sunday Edition 8; Size 51 cms. x 38 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. & Pub. Sadhu Singh Hamdard; Ad. Mgr. Raja Singh; Policy: Nationalist.

Cir. 8,257 Cc (PR 8,622).

DAILY AKALI PATRIKA

Punjabi Morning; 13 P; (Spl. edn.) 15 P; Add. 26 Chahar Bagh, Jullundur City (Pun); Grams: PATRIKA; Phone 2697.

Ad. Rates On application.

Mech. Data Pages 6; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1920; Ed. Giani Shadi Singh; Ad. Mgr. K. S. Soni; Pubd. by Sikh Newspapers Ltd.; Policy: Nationalist.

Cir. 9,532 Cc (PR 5,289 Prov.).

DAILY JATHEDAR

Punjabi Morning; Pubd. simultaneously from Jullundur & New Delhi; (week-days) 12P, (Sundays) 15 P; Add. H.O. Railway Road, Jullundur City (Pun); Grams: JATHEDAR.

Ad. Rates Casual Rs. 1.60 s.c.c.m.; 250 cms. & over Rs. 1.20 s.c.c.m.; Ear Panels Contract 34 panels Rs. 18 per panel.

Mech. Data Pages 6 to 8; Print area 45 cms. x 36 cms.; n.c. 7; c.l. 45 cms.;

c.w. 4.87 cms.; Screen 65; Blocks & Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Mohan Singh; Pub. Master Tara Singh..

Cir. 8,914 Cc (PR 5,850 Prov.)

DAILY NAWAN ZAMANA

Punjabi Morning; 13P; Add. Nehru Garden Rd., Jullundur City (Pun.); Grams: NAWANZAMANA; phone 3359.

Ad. Rates Upto 125 cms. Rs. 2.80 s.c. cm.; Contract : 126 cms. & over Rs. 2 s.c.cm.; Govt., Municipal & other Public & Company Notices etc. Rs. 2.80 s.c.cm.; Spl. pos. Front Pg. 100% extra; Back Pg. 50% extra; Ear Panel (5 cms. x 1 col.) Casual Rs. 12 per Panel; Contract Rs. 10 per insertion.

Mech. Data Pages 4; Size 50 cms. x 38 cms.; Print area 46 cms. x 36 cms.; n.c. 7; c.l. 46 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks & Stereos accepted.

Gen. Inf. Estd. 1956; Chief Ed. Jaggit Singh Anand; Ad. Mgr. Sardar Basra.

Cir. 3,456 Cc (PR 2,275).

DAILY PRABHAT

Urdu Morning; 13P; Add. Purani Kutcheri Rd., Jullundur City (Pun.); Grams: PRABHAT; Phone 3378.

Ad. Rates Casual upto 250 cms. Rs. 1.60 s.c.cm.; Contract : 251 cms. & over Rs. 1.20 s.c.cm.; Govt., Municipal & Railway, Legal & other Public Notices Rs. 1.60 s.c.cm.

Mech. Data Pages 6 to 8; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 55 to 65 ; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. S. Rajinder Singh, Ad. Mgr. N. S. Malhotra; Pubd. by Prabhat Trust.

Cir. 9,652 Cc (PR 2,350 Prov.).

DAILY PRADEEP

Urdu Morning; 13P; Add. Pradeep Bldgs., G. T. Rd., Jullundur City (Pun.); Grams: PRADEEP; Phones 2399 & 2609.

Ad. Rates Contract : Rs. 2 s.c.cm.; Casual : Rs. 2.50 s.c.cm.;

Mech. Data Size 50 cms. x 37.5 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. Pritam Ziai; Ad. Mgr. Prem Puri; Pubd by. Pradeep Ltd.; Policy: Independent; Member: IENS.

Cir. ABC (July-Dec. '64) 11,194 (PR 9,875).

DAILY PRATAP

Urdu Morning; Pubd. simultaneously from Delhi & Jullundur; 13P; Add. Nehru Garden Rd., Jullundur City (Pun.); Grams: PRATAP; Phones 2619 & 2128.

Ad. Rates For details refer Pratap Delhi.

Mech. Data For details refer Pratap, Delhi.

Gen. Inf. Estd. 1949; Ed. & Pub. Virendra; Gen. Mgr. Roshan Lal Seth.

Cir. Jullundur edn. 15,000 Cc (PR 12,485).

DAILY TARJMAN

Urdu Morning; 10P; Add. Pindi St., Ludhiana (Pun.).

Ad. Rates Casual Rs. 2 s.c.cm.; Contract Rs. 1.60 s.c.cm.

Mech. Data Pages 4 to 6; Print area 50 cms. x 35 cms.; n.c. 7; c.l. 50 cms.; c.w. 5 cms.; Screen 55 to 70; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Amar Dass Bhatia; Ad. Mgr. A. L. Bhatia; Policy: Independent, Progressive.

Cir. 6,000 Cc (PR 3,100 Prov.).

DAILY VIR PRATAP

Hindi Morning; 13P; Add. Nehru Garden Rd., Jullundur City (Pun.); Grams: PRATAP; Phones 2619 & 2128.

Ad. Rates 3 cms. to 150 cms. Rs. 1.50 s.c.cm.; 151 cms. & over Re. 1 s.c.cm.;

Govt., Legal & other Public Notices etc.
Rs. 1.50 s.c.cm.

Mech. Data Pages 8; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 34 cms.; n.c. 7; c.l. 45 cms.; c.w. 4.87 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. Lalit Mohan; Pub. Virendra; Ad. Mgr. S. B. Kashyap; Policy: Nationalist.

Cir. 6,758 Cc (PR 6,000).

HINDI MEWAT

Hindi Morning; 6P; Add. Chandni Chowk, Gurgaon (Pun.); Grams: DAILY-LYMEWAT; Phone 90.

Ad. Rates On application.

Mech. Data Pages 4; Size 51 cms. x 38.75 cms.; Print area 46 cms. x 35 cms.; n.c. 7; c.l. 46 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. Gumaniram Arya; Ad. Mgr. V. P. Agarwal; Policy: Independent; Member: ILNA.

Cir. 7,125 Cc (PR 1,850 Prov.).

HINDI MILAP

Hindi Morning; 13P; Add. Milap Rd., Jullundur (Pun.); Grams: HINDI-MILAP; Phone 3334.

Ad. Rates Casual Rs. 1.60 s.c.cm.; Contract 250 cms. & over Rs. 1.20 s.c.cm.; Govt., Railways & other Public Notices Rs. 2 s.c.cm.; Spl. pos. Front Pg. 100% extra.

Mech. Data Pages 6; Size 50 cms. x 37.5 cms.; Print area 47 cms. x 36 cms.; n.c. 7; c.l. 47 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929; Ed. Sudarshan; Ad. Mgr. Hansraj; Pub. Ranbir Singh; Policy: Nationalist.

Cir. PR 5,682.

HIND SAMACHAR

Urdu Morning; 13P; Sunday 15P; Add. Civil Lines, Jullundur City (Pun.); Grams: HINDSAMACHAR; Phones 3216 & 3559.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract: 249 cms. & over Rs. 1.60 s.c.cm.; Notices & Announcements Rs. 2 s.c.cm.; Front Pg. 100% extra; Ear Panels Front Pg. (7.5 cms. x 4.9 cms.) Rs. 30 per panel; Contract: 26 panels in a year Rs. 24; 52 panels Rs. 18 per panel.

Mech. Data Pages 7; Size 50 cms. x 37.5 cms.; Print area 47 cms. x 35 cms.; n.c. 7; c.l. 47 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos and Art Pulls accepted.

Gen. Inf. Estd. 1948; Ed. Daya Krishan "Gardish"; Ad. Mgr. I. S. Sachdev; Pubd. by Hind Samachar Ltd.

Cir. 15,174 Cc (PR 8,000 Prov.).

MILAP

Urdu Morning; Pubd. simultaneously from Jullundur, Delhi & Hyderabad; 13P; Add. Jullundur City (Pun.); Grams: MILAP; Phone 3334.

Ad. Rates (Jullundur) Casual Rs. 3.60 s.c.cm.; Contract 130 cms. & over Rs. 2.80 s.c.cm. (For combined rates and circulation etc. see Daily Milap, Delhi).

Mech. Data Size 50 cms. x 37.5 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Ed. Ranbir; Ad. Mgr. L. S. Chauhan; Pubs. (Mrs) Swaran Yash & Chander Prakas; Policy: Nationalist.

Cir. ABC (Jan.-June '64) 9,718 (PR 11,600 Prov.)

RANJIT

Punjabi Morning; Pubd. simultaneously from Patiala & Bhatinda; 13P; Add. A. Tank, Patiala; Court Rd., Bhatinda (Pun.).

Ad. Rates On application.

Mech. Data Pages 6; Size 50 cms. x 37 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c.l. 45 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. H.S. Mehar Singh; Policy: Nationalist.

Cir. 9,637 Cc (PR 4'500 Prov.).

SUNEHRI BHARAT

Hindi Morning; 6P; Add. Chandn Chowk, Gurgaon (Pun.); Grams: SUNEHRI BHARAT; Phone 90.

Ad. Rates Upto 249 cms. Rs. 2.40 s.m. cm.; 250 cms. to 500 cms. Rs. 2 s.c.cm.; 501 cms. to 1,250 cms. ; Rs. 1.80 s.c.cm.; 1,251 cms. & over Rs. 1.60 s.c.cm.; Entertainment ads. Rs. 1.20 s.c.cm.; Spl. pos. Front Pg. 60% extra; Auction, Tender & Trade Notices Rs. 2.80 s.c. cm.; Court Notices Rs. 6 s.c.cm.

Mech. Data Pages 4; Size 51 cms. x 38.5 cms.; Print area 45 cms. x 34 cms.; n.c. 7; c.l. 45 sms.; c.w. 4.6 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. Purushottam Lal; Ad. Mgr. V. P. Agarwal; Pub. J. D. Agarwal.

Cir. 8,320 Cc (PR 1,985).

URDU MEWAT

Urdu Morning; 10P; Add. Chandni Chowk, Gurgaon (Pun.); Grams: DAILY MEWAT; Phone 90.

Ad. Rates On application.

Mech. Data Pages 4; Size 51 cms. x 38.75 cms.; Print area 46 cms. x 35 cms.; n.c. 7; c.l. 46 cms.; c.w. 5 cms.; Screen 65; Blocks, Stereos and Charbas accepted.

Gen. Inf. Estd. 1953; Ed. Gumaniram Arya; Ad. Mgr. V. P. Agarwal

Cir. 6,840 Cc (PR Not available).

CONSUMER PUBLICATIONS

WEEKLIES

English

PUNJAB STANDARD

English Weekly; 16P; Add. Chandni Chowk, Gurgaon (Pun.); Grams: PUNJAB STANDARD; Phone 90.

Ad. Rates Upto 249 cms. Rs. 3.40 s.c. cm.; 250 cms. to 499 cms. Rs. 2 s.c.cm.; 500 cms. & over Rs. 1.80 s.c.cm.; Public & Tender Notices etc. Rs. 3.20

s.c.cm.; Court Notices etc. Rs. 6 s.c.cm.; Front Pg. 50% extra.

Mech. Data Pages 12; Size 38 cms. x 25 cms.; Print area 34 cms. x 21 cms.; n.c. 4; c.l. 34 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. & Pub. Purushottam Lal; Ad. Mgr. V. P. Agarwal; Policy: Independent.

Cir. 7,375 Cc (PR 2,000).

Language

ARYA GAZETTE

Urdu Weekly; Fridays; 12P; Add. Outside Khingran Gate, Jullundur (Pun.).

Ad. Rates 1 to 125 cms. Re. 1 s.c.cm.

Mech. Data Size 37.5 cms. x 25 cms.; Print area 33 cms. x 23 cms.; n.c. 4; c.l. 33 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1885; Ed. & Pub. Durga Das Sharma; Policy: Religion & Philosophy.

Cir. 3,000 Cc (PR 1,876).

CHETNA

Hindi Weekly; 25P; Annual Rs. 10; Add. Railway Rd., Bhiwani (Pun.); Grams: CHETNA WEEKLY; Phone 18.

Ad. Rates Upto 125 cms. Rs. 3 s.c.cm.; Over 125 cms. Rs. 2 s.c.cm.; Front Pg. (2 colours) 50% extra.

Mech. Data Pages 16; Size 38 cms. x 25 cms.; Print area 33 cms. x 20 cms.; n.c. 4; c.l. 33 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. & Pub. Dev Brat Vasisth; Ad. Mgr. R. N. Sharma; Policy: Nationalist.

Cir. 9,200 Cc (PR Not available).

DOGRA SANDESH SAPTAHIK

Urdu Weekly; 16P; Add. Civil Lines, Dharmasala Dist., Kangra (Pun.); Grams: DOGRASANDESH.

Ad. Rates On application.

Mech. Data Pages 8; Print area 50 cms. x 25 cms.; n.c. 4; c.l. 50 cms.; c.w. 6.25 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. & Pub. Karam Singh; Policy: Independent.

Cir. 2,000 Cc (PR 1,808).

JANAM BHOOMI

Urdu Weekly; Sundays; 13P; Add. Sadar Bazar, Karnal (Pun.); Grams: JANAMBHOOMI.

Ad. Rates Casual business & trade 85P. s.c.cm.; Contract 60 P. s.c.cm.; Public Notices 75P. s.c.cm.; Pg. rate: Casual F. Pg. Rs. 90, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion; Contract: F. Pg. Rs. 75 H. Pg., Rs. 40, Qr. Pg. Rs. 20 per insertion.

Mech. Data. Pages 8; Size 37.5 cms. x 25 cms.; Print area 33 cms. x 21 cms.; n.c. 4; c.l. 33 cms.; c.w. 5.25 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1954; Ed. & Pub. Rajpal Bhatia; Ad. Mgr. S. Bhatia; Policy: Nationalist.

Cir. 5,000 Cc (PR 1,945).

MEL MILAP

Punjabi Weekly; 15P; Add. Mel Milap Bhavan, Sector 8-C, Chandigarh-1 (Pun.); Grams: MEL-MILAP; Phone 649.

Ad. Rates Casual Rs. 2.50 s.c.cm.; Contract: Rs. 2 s.c.cm.; Pg. rate: F. Pg. Rs. 300, H. Pg. Rs. 160, Qr. Pg. Rs. 80 per insertion.

Mech. Data Size 38 cms. x 25 cms.; Print area 32 cms. x 20 cms.; n.c. 4; c.l. 32 cms.; c.w. 5 cms.; Screen 60 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Chief Ed. Giani Hari Singh; Ed. Harwant Singh; Ad. Mgr. S. Jaspal Singh; Policy: Independent.

Cir. 5,200 Cc (PR 4,676).

SAMRAT

Punjabi Weekly; 20P; Add. 59 Khingran Gate, Jullundur City (Pun.).

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Estd. 1959; Ed. Des Raj Grover; Policy: Independent.

Cir. 4,427 Cc (PR 4,423).

SIYASI DUNIYA

Political Punjabi Weekly; 50P; Add. Connaught Circus, Jullundur (Pun.).

Ad. Rates Casual 5 cms. to 249 cms. Rs. 2 s.c.cm.; Contract: 250 cms. & over Rs. 1.60 s.c.cm.

Mech. Data Pages 12; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 20 cms.; n.c. 4; c.l. 32.25 cms.; c.w. 5 cms.; Screen 55 to 65; Blocks, Stereos & Mats accepted.

Gen. Inf. Estd. 1963; Ed. Surinderjeet Singh Surjeet; Ad. Mgr. Harbans Singh Parwana; Policy: National Democratic.

Cir. 4,200 Cc

TUFAN

Urdu Weekly; Fridays; 10P; Add. Tibba Bazar, Batala (Pun.); Grams: TUFAN; Phone: (Office) 190.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Casual Rs. 1.60 s.c.cm.; Title Pg. 1st & Last Rs. 200; Inside Pg. of Title Rs. 175; 25% discount for contract.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32 cms. x 22.5 cms.; n.c. 4; c.l. 32 cms.; c.w. 5.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. & Pub. Devinder Gupta; Ad. Mgr. K. L. Mahajan; Policy: Independent.

Cir. 5,000 Cc (PR 15,109).

OTHER PERIODICITIES

Language

ATTAL

Punjabi Monthly; 50P; Add. Tibba Bazar, Batala (Pun.); Phone 190.

Ad. Rates F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25; Title Pg. 1st & Last

Rs. 100, Inside Pg. of Title Rs. 90;
10% discount for contract.

Mech. Data Pages 50; Size 18.5 cms.
x 25 cms.; Print area 18 cms. x 24 cms.;
Screen 60; Blocks & Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. Devi-
nder Gupta; Ad. Mgr. R. P. Gupta;
Policy: Independent.

Cir. 5,200 Cc (PR 2,714).

ATTAL

Hindi Monthly; 50P; Annual Rs. 6;
Add. Tibba Bazar, Batala (Pun.); Phone
190.

Ad. Rates F. Pg. Rs. 70, H. Pg. Rs. 40,
Qr. Pg. Rs. 20, Title Pg. 1st & Last
Rs. 90; Inside Pg. of title Rs. 80; 15%
discount for contract.

Mech. Data Pages 40; Size 25 cms. x
18.5 cms.; Print area 24 cms. x 18 cms.;
any Screen, Blocks and Stereos accepted.

Gen. Inf. Estd. 1964; Ed. & Pub.
Devinder Gupta; Ad. Mgr. Ram Piari
Gupta; Mgr. K. L. Mahajan.

Cir. 3,000 Cc (PR Not available).

BAL SANDESH

Punjabi Monthly; 50P; Add. P.O. Preet
Nagar, Amritsar (Pun.).

Ad. Rates Inside Pages F. Pg. Rs. 100,
H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion
Cover Pages: Back cover (3 colours)
Rs. 300 (2 colours) Rs. 250 (1 colour)
Rs. 150; Inside cover (1 colour) Rs. 150
per insertion.

Mech. Data Size 24 cms. x 18.5 cms.;
Print area 20.3 cms. x 15.3 cms.; n.c. 2;
c.l. 20.3. ; c.w. 7.5 cms.; Screen Inside
Pg. 65, covers 80 to 120; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1942; Eds. S. Gur Baksh
Singh & Hirday Paul Singh; Ad. Mgr.
Ajit Singh Sarkaria; Pub. S. Gur Baksh
Singh; Policy: Children's magazine.

Cir. 3,829 Cc (PR 3,460).

BHARAT JYOTI

Hindi & Punjabi Monthly; 25P; either
edn.; Add. Hoshiarpur Rd., Jullundur

City (Pun.); Grams: BHARATJYOTI;
Phones 3585, 3352.

Ad. Rates Combined rates for both
Hindi & Punjabi edns. Ord. Pages:
F. Pg. Rs. 125 H. Pg. Rs. 70, Qr. Pg.
Rs. 35 per insertion; Titles Back (2
colours) Rs. 250, (1 colour) Rs. 175;
Inner Pgs. of title Rs. 125 per insertion;
Rates for single edn. Punjabi or Hindi
Ord. Pg.: F. Pg. Rs. 70, H. Pg. Rs. 35,
Qr. Pg. Rs. 15 per insertion.

Mech. Data Pages 60; Print area 20.3
cms. x 15.2 cms.; n.c. 2; c.l. 20.3 cms.;
c.w. 7.6 cms.; Screen upto 65; Blocks and
Stereos accepted.

Gen. Inf. Estd. 1957; Ed. & Pub.
Sudesh Verma; Ad. Mgr. V. K. Shingari.

Cir. Hindi 9,550, Punjabi 8,500 Cc (PR
Hindi 9,358, Punjabi 8,148).

GIAN AMRIT

Punjabi Monthly; 50P; Add. Chowk
Talhi Wala, Amritsar (Pun.).

Ad. Rates F. Pg. Rs. 70, H. Pg. Rs. 40,
Qr. Pg. Rs. 25 per insertion; Title back
Rs. 100 per insertion.

Mech. Data Size 23.75 cms. x 18.75 cms.;
Print area 20 cms. x 15 cms.; Screen 85;
cover 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. Gyani Pratap
Singh; Policy: Philosophical, Literary
& Cultural.

Cir. PR 1,217.

KANWAL

Punjabi Monthly; 50P; yearly subs.
(inland) Rs. 6, (foreign) Rs. 8; Add. 6
Bagh Ramanand, Amritsar (Pun.);
Grams: KANWAL.

Ad. Rates F. Pg. Rs. 45, H. Pg. Rs. 22
per insertion; Opening Pg. Rs. 50, Open-
ing H. Pg. Rs. 26 per insertion; Inside
title Pg. F. Pg. Rs. 55, H. Pg. Rs. 32 per
insertion; Outside title Pg. (2 colours)
Rs. 70 per insertion.

Mech. Data Size 22.75 cms. x 17.5 cms.;
Print area 20 cms. x 15 cms.; n.c. 2;
c.l. 20 cms.; c.w. 7.5 cms.; Screen 60;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Ed. & Pub. Jamiat Singh; Policy: Literary, Cultural & Humorous.

Cir. 5,000 Cc (PR 1,977).

PAGDANDI

Urdu Monthly; 50P; Add. Hall Bazar, Amritsar (Pun.); Grams: PAGDANDI-MONTHLY; Phones (Office) 42224, (Res.) 44793.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 40 per insertion; 2nd & 3rd inside cover Pages: F. Pg. Rs. 180, H. Pg. Rs. 100, Qr. Pg. Rs. 60; Back cover Rs. 250 per insertion; 5% & 10% series discount for 6 & 12 insertions, respectively.

Mech. Data Pages 64; Print area 20 cms. x 15 cms.; n.c. 2; c.l. 20 cms.; c.w. 7.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. Amrik Anand; Ad. Mgr. A. Anand; Policy: General Family magazine.

Cir. 3,000 Cc (PR 2,000).

PREET LARI

Punjabi Monthly; 60P; Add. P.O. Preet Nagar, Amritsar-50. (Pun.).

Ad. Rates Casual Rs. 4 s.c.cm.; F. Pg.

Rs. 250 per insertion; Cover Pages (3 colours) Rs. 600, Back cover (2 colours) Rs. 500, per insertion; Inside cover Pg. (1 colour) Rs. 400 per insertion.

Mech. Data Pages 52; Size 24.1 cms. x 18.5 cms.; Print area 20.3 cms. 7 x 15.3 cms.; n.c. 2; c.l. 20.3 cms.; c.w. 7.5 cms.; Screen inside Pages 65; covers 80 to 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933; Eds. S. Gur Baksh Singh & S. Navtej Singh; Ad. Mgr. Ajit Singh Sarkaria; Pub. S. Gur Baksh Singh; Policy: Literary & Culture.

Cir. 11,083 Cc (PR 10,970).

VISHWA JYOTI

Hindi Monthly; 75P; Add. Sadhu Ashram, Hoshiarpur (Pun.).

Ad. Rates F. Pg. Rs. 60, H. Pg. Rs. 35, Qr. Pg. Rs. 18 per insertion; 2nd & 3rd covers: F. Pg. Rs. 100, 4th cover Rs. 120 per insertion.

Mech. Data Print area 24 cms. x 12.5 cms.; n.c.2; c.l. 20 cms.; c.w. 6.25 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Eds. Vishwa Bandhu & Sant Ram; Policy: Literary, Cultural.

Cir. 2,300 Cc (PR 2,766 uncertified)

If You are in need of a firm to

REPRESENT

any **ENGINEERING FRANCHISE** demanding Technical know-how, experienced Technical Staff,

&

Sound Financial organisation in Orissa

always look for

ORISSA MACHINERY PRIVATE LTD.,

(Established in 1949)

Cantonment Road,

Cuttack-1

Post Box No-18,

Phone : 688

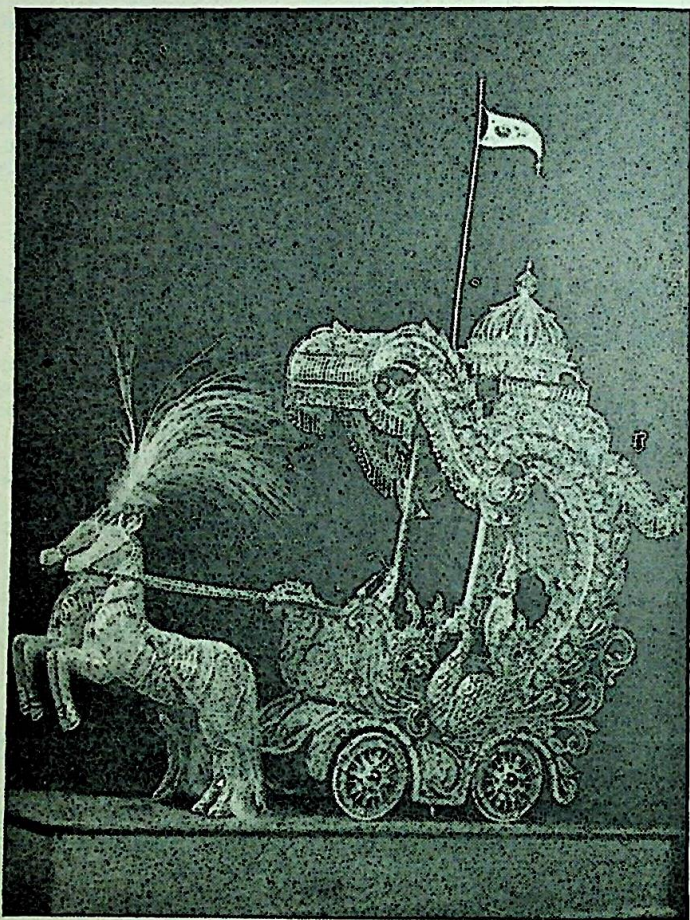
Grams : Farming

The Kalinga Cooperative Silver Filigree Works Ltd.

MADHUPATNA, CUTTACK-3,
ORISSA - INDIA

Tel : FILIGREE

Phone : 1265 Res.



*SO EXQUISITE * SO CHARMING * SO VERY ARTISTIC
YET — MODERATELY PRICED*

Prices same all over

**Products Of Distinction Known Through Out The World.
In Guaranteed Sterling Silver Duly Quality Marked.**

Available at our Emporia and Agencies at New Delhi, Calcutta,
Bombay, Madras, Ranchi, Tatanagar, Lucknow, Rourkela,
Trichur, Jaipur, Sambalpur and Puri.

Rajasthan

DAILY NEWSPAPERS

Language

DAILY NAVAJYOTI

Hindi Morning; Pubd. simultaneously from Ajmer & Jaipur; 6P; Add. P.O. Box No. 72, Ajmer (Raj.); Grams : NAVAJYOTI; Phone 216.

Ad. Rates Display Ajmer & Jaipur combined edns. 3 cms. to 499 cms. Rs. 2.80 s.c.cm.; Contract 500 cms. & over Rs. 2.60 s.c.cm.; Ajmer edn. only : 3 cms. to 499 cms. Rs. 1.80 s.c.cm.; Contract 500 cms. & over Rs. 1.60 s.c.cm.; Jaipur edn. only : 3 cms. to 499 cms. Rs. 1.60 s.c.cm.; Contract 500 cms. & over Rs. 1.40 s.c.cm. Financial & other Public Notices Rs. 3 s.c.cm.; Ear Panels Front Pg. combined edns. (6.8 cms. x 6.8 cms.) Casual Rs. 17.50 per panel; Contract 26 panels & over Rs. 15 per panel; Front Pg. (min. 10 cms. x 1 col.) 50% extra.

Mech. Data Pages 4; Size 56 cms. x 44 cms.; Print area 50 cms. x 39 cms.; n.c. 8; c.l. 50 cms.; c.w. 4.8 cms.; Screen 60; Stereos and Mats accepted.

Gen. Inf. Estd. 1936; Ed. D. P. Choudhary; Ad. Mgr. D.B. Choudhary; Policy : Nationalist; Member : IENS & AINEC.

Cir. 18,104 Cc (PR 5,051 Prov.).

HINDU DAILY

Sindhi Morning; 10P; Add. Khari Khui, P.O. Box No. 83, Ajmer (Raj.); Grams : HINDU DAILY; Phone 215.

Ad. Rates Casual Rs. 2.80 s.c.cm.; Contract upto 1,000 cms. Rs. 2.40 s.c.cm.; Contract over 1,000 cms. Rs. 2 s.c.cm.; Prospectuses, Tender Notices, Financial Notices and other Public Notices Rs. 3.20 s.c.cm.; Front

Pg. 25% extra; Ear Panels Front Pg. (7 cms. x 5.5 cms.) Casual Rs. 15 per panel; Contract 50 panels and over Rs. 12 per panel.

Mech. Data Pages 4 to 8; Size 50 cms. x 38 cms.; Print area 46 cms. x 34 cms.; n.c. 6; c. 1. 46 cms.; c.w. 5.5 cms.; Screen 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1948; Ed., Printer & Pub. Dr. Moolchand; Ad. Mgr. Satish Kumar; Policy: Independent.

Cir. 9,500 Cc (PR 8,000 Prov.)

LOKVANI

Hindi Morning; 8P; Add. Swai Mansingh Highway, Jaipur (Raj.); Grams : LOKVANI; Phones (Edtl.) 3120, (Management) 3055.

Ad. Rates Casual Rs. 1.60 s.c.cm.; Contract 125 cms. to 499 cms. Rs. 1.40 s.c.cm.; 500 cms. & over Rs. 1.20 s.c.cm.; Spl. pos. Front Pg. bottom corner 50% extra; Ear Panels : Casual Rs. 9 each; Contract 50 & over Rs. 7.50 per panel; Prospectuses, Company Notices, Govt. of Semi-Govt., ads. etc. Rs. 2.80 s.c.cm.

Mech. Data Pages (weekdays) 6, (Sundays) 8; Size 55 cms. x 45 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c. 1. 50 cms.; c.w. 5 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1943; Chief Ed. & Secretary Sudhakar Shastri; Pubd. by Lokvani Society; Policy : Independent Nationalist; Member : IENS & AINEC.

Cir. 12,753 Cc (PR 10,400 Prov.)

NAVYUG

Hindi Morning; 7P; Add. Station Rd., Jaipur (Raj.); Grams : NAVYUG.

Ad. Rates 1 to 125 cms. Rs. 1.60 s.c.cm.; 126 cms. to 500 cms. Rs. 1.40 s.c.

cm.; 501 cms. & over Rs. 1.20 s.c.cm.; Public Notices, Company Reports, etc. Rs. 2.80 s.c.cm.; Further details on application.

Mech. Data Pages 4 to 8; Size 55 cms. x 45 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c. 1. 50 cms.; c.w. 5 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1955; Ed. & Pub. Rishi Kumar Mishra; Policy : Independent.

Cir. 9,000 Cc (PR 3,000 Prov.)

CONSUMER PUBLICATIONS

WEEKLIES

English

RAJASTHAN CHRONICLE

English Weekly; Sundays; 15P; Add. Ad. Office, 70 D Bani Park, Jaipur (Raj.); Grams : CHRONICLE; Phone 3004.

Ad. Rates Upto 249 cms. Rs. 4 s.c.cm.; Contract 250 cms. & over Rs. 3.20 s.c.cm.; Govt. & Company Notifications Rs. 4 s.c.cm.; Front Pg. 100% extra; Ear Panels Front Pg. (7.50 cms. x 5 cms.); Casual Rs. 25 per panel; Contract 13 panels Rs. 22, 26 panels Rs. 20, 52 panels Rs. 18 per panel.

Mech. Data Pages 6; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c. 1. 45 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. & Pub. K.S. Narang; Ad. Mgr. P.J. Singh; Policy : Nationalist.

Cir. PR 3,308.

Language

ADHIKAR SAPTAHIK

Hindi Weekly; 15P; Add. Kanota House, Haldiyan Ka Rasta, Jaipur (Raj.); Grams : ADHIKAR; Phone 2475.

Ad. Rates Display upto 250 cms. Rs. 1.60 s.c.cm.; 251 cms. & over Rs. 1.40 s.c.cm.; Entertainment Casual 50P.

s.c.cm.; Govt., Semi-Govt. & other Public Notices Rs. 2 s.c.cm.

Mech. Data Pages 12; Size 925 sq. cms.; Print area 22 cms. x 33 cms.; n.c., 4; c. 1. 33 cms.; c.w. 5.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ch. Ed. Krishna Kumar Saurabha Bharti; Ed. Vishnu Sharma Arunesha; Pubd. by Adhikar Printers & Pub. Co-op. Society Ltd. (Regd.); Policy : Independent.

Cir. 4,908 Cc (PR 7,000 Prov.)

ALWAR PATRIKA

Hindi Weekly; Sundays; 16P; Add. Dadhon Ka Bagh, Moti Doongri Rd., Jaipur (Raj.); Grams : ALWAR-PATRIKA; Phone 4903.

Ad. Rates 1 to 249 cms. Rs. 2 s.c.cm.; 250 cms. to 499 cms. Rs. 1.60 s.c.cm.; Contract 500 cms. & over Rs. 1.20 s.c.cm.; Legal & Public Notices Rs. 4 s.c.cm.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 20 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1943; Ed. & Pub. Subhas Modi; Ad. Mgr. Mahesh Gupta; Policy : Nationalist.

Cir. 7,986 Cc (PR 3,500 Prov.)

AMARJYOTI

Hindi Weekly; 20P. Add. Kishore Nivas, Tripolia Bazar, Jaipur (Raj.); Grams : AMARJYOTI WEEKLY; Phone 2449.

Ad. Rates Casual Rs. 1.60 s.c.cm.; Contract upto 250 cms. Rs. 1.40 s.c.cm.; 251 cms. & over Rs. 1.20 s.c.cm.; Front Pg. 50% extra; Govt.; Company & other Public Notices, etc. Rs. 3 s.c.cm.

Mech. Data Pages 12; Size 50 cms. x 37.5 cms.; Print area 33 cms. x 20 cms.; n.c. 4; c. 1. 33 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. Narain Chaturvedi; Ad. Mgr. L.C. Jain; Pubd. by Amarjyoti Society, Jaipur; Policy :

Independent; Member : IENS & AINEC.

Cir. 7,281 Cc (PR 6,320 Prov.).

AZAD WEEKLY

Hindi Weekly; 8P; Add. Imperial Rd; P.O. Box No. 88, Ajmer (Raj.); Grams : AZAD WEEKLY; Phone 806.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract; 250 cms. to 499 cms. Rs. 1.80 s.c.cm.; 500 cms. to 999 cms. Rs. 1.70 s.c.cm.; 1,000 cms. & over Rs. 1.50 s.c.cm.; Public Notices etc. Rs. 2.40 s.c.cm.; Pg. rate : F. Pg. Rs. 200, H. Pg. Rs. 115, Qr. Pg. Rs. 60 per insertion.

Mech. Data Pages 8; Size 37.9 cms. x 25.75 cms.; Print area 32.8 cms. x 20 cms.; n.c. 4; c. 1. 32.8 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. & Pub. Ghisu Lal Pandya; Ad. Mgr. R. K. Godha; Policy : Nationalist.

Cir. 4,500 Cc (PR 4,000 Prov.).

GANRAJYA

Hindi Weekly; News Magazine; 25P; Add. Gour Bhawan, 'C' Scheme, G.P.O. Box No. 136, Jaipur (Raj.); Grams : GANRAJYA; Phone 3240.

Ad. Rates Casual Rs. 2.80 s.c.cm.; Contract 251 cms. to 500 cms. Rs. 2.40 s.c.cm.; 501 cms. & over Rs. 2 s.c.cm.; Municipal & other Public Notices Rs. 3.20 s.c.cm.

Mech. Data Pages 26; Size 27.5 cms. x 22.5 cms.; Print area 25 cms. x 17.5 cms.; n.c. 3; c. 1. 25 cms.; c.w. 5.6 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. Karan-singh Kochar; Ad. Mgr. P.C. Sah; Policy : Independent, Nationalist.

Cir. 8,500 Cc (PR Not available).

JAGRAN

Hindi Weekly; 8P; Add. Kaiserganj, Ajmer (Raj.).

Ad. Rates Ord. pos. Casual Rs. 1.60 s.c.cm.; Contract 150 cms. to 249 cms. Rs. 1.40 s.c.cm.; 250 cms. & over Rs. 1.20 s.c.cm.; Front Pg. 50% extra;

Other specified pos. 25% extra; F. Pg. Rs. 200; Ear Panel : Rs. 10 each; Contract 12 panels & over Rs. 8 each.

Mech. Data Pages 6 to 8; Size 38 cms. x 26 cms.; Print area 34 cms. x 22 cms.; n.c. 4; c. 1. 34 cms.; c.w. 5.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. & Pub. Bhuvanendra Barua; Policy : Independent; Member : ILNA.

Cir. 3,885 Cc (PR 3,404).

JANGAN WEEKLY

Hindi Weekly; Mondays; 15P; Add. Inside Sojatigate, Jodhpur (Raj.); Grams : JANGAN; Phones 429 & 535.

Ad. Rates 1 cm. to 49 cms. Rs. 2 s.c.cm.; 50 cms. to 199 cms. Rs. 1.50 s.c.cm.; 200 cms. to 499 cms. Rs. 1.25 s.c.cm.; 500 cms. & over Re. 1 s.c.cm.; Company Notices & Prospectuses Rs. 3 s.c.cm.; Ear Panels Front Pg. (7 cms. x 2 cols.) Rs. 20 per panel.

Mech. Data Pages 16; Size 38 cms. x 25 cms.; Print area 32 cms. x 22 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. & Pub. Manak Chopra; Gen. Mgr. S.M. Yusuf Hussain; Ad. Mgr. P.M. Bothra; Policy : Independent Nationalist.

Cir. 8,342 Cc (PR 7,261).

JANWANI

Hindi Weekly; 8P; Add. P.O. Box No. 31, Kotah (Raj.); Grams : JANWANI; Phone 377 P.P.

Ad. Rates Re. 1. s.c.cm.

Mech. Data Pages 8; Size 34 cms. x 22 cms.; Print area 29 cms. x 17.5 cms.; n.c. 3; c. 1. 29 cms.; c.w. 5.75 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. & Pub. Indra Datta Swadheen; Ad. Mgr. Kamla Kusum; Policy : Nationalist.

Cir. 6,750 Cc (PR 7,000).

JIVAN SANDESH

Hindi Weekly; 25P; Add. Raghushri, C-23, Sawai Jaisingh Highway, Bani-

park, Jaipur (Raj.); Grams: RASHTRA-DARSHAN; Phone 5516.

Ad. Rates 1 to 249 cms. Rs. 2.40 s.c.cm.; 500 cms. & over Rs. 2 s.c.cm.; Front Pg. 50% extra.

Mech. Data Pages 12; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 20 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. & Secretary, Sudhakar Shastri; Pubd. by Rashtra-darshan Society, Jaipur; Policy : Independent Nationalist.

Cir. 9,496 Cc.

JWALA WEEKLY

Hindi Weekly; 12P; Add. M.I. Rd., Jaipur; High Court Rd., Jodhpur (Raj.); Grams : JWALA; Phones (Jodhpur) 458, (Jaipur) 3691.

Ad. Rates Ord. pos. Casual Rs. 2 s.c.cm.; Upto 500 cms. Rs. 1.60 s.c.cm.; 501 cms. & over Rs. 1.20 s.c.cm.; Entertainment flat rate Re. 1. s.c.cm.; Court Notices (Rajasthan Govt.) Rs. 10 per insertion; Govt. & Semi-Govt., Company & other Public Notices etc. Rs. 2 s.c.cm.; Front Pg. 50% extra; Contract Ear Panels 52 insertions per year Rs. 20 per panel.

Mech. Data Pages 12 to 16; Size 38.5 cms. x 25 cms.; Print area 32.5 cms. x 22 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. & Pub. Bansidhar Purohit; Ad. Mgr. R.S. Agarwal; Policy : Independent; Member : AINEC & ILNA.

Cir. 6,125 Cc (PR 4,500 Prov.)

LOKJEEWAN

Hindi Weekly; 12P; Add. Bhupalganj, Bhilwara (Raj.); Grams : LOKJEEWAN; Phone 102.

Ad. Rates Rs. 2 s.c.cm.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 22.5 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. & Pub. Shivkumar Trivedi; Policy : Independent.

Cir. 6,763 Cc (PR 7,812 Uncertified).

LOKMAT

Hindi Weekly; 20P; Add. Civil Lines, Bikaner (Raj.); Grams : LOKMAT; Phone 46.

Ad. Rates Casual Rs. 2.50 s.c.cm.; Contract Rs. 2 s.c.cm.

Mech. Data Pages 8; Size 50 cms. x 38 cms.; Print area 43 cms. x 30 cms.; n.c. 6; c. 1. 3 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. Ambal Mathur; Ad. Mgr. P. Narain; Policy: Independent.

Cir. 9,500 Cc (PR Not available).

NYAYA WEEKLY

Hindi Weekly; 10P; Add. Babu Mohalla, Ajmer (Raj.); Grams: NYAYA; Phone 420.

Ad. Rates Casual Rs. 2.80 s.c.cm.; Contract 250 cms. Rs. 2. s.c.cm.; 375 cms. & over Rs. 1.75 s.c.cm.; Tender Notices, Prospectuses & other Public Notices Rs. 3.20 s.c.cm.; Front Pg. 50% extra.

Mech. Data Pages 8; Size 38 cms. x 26 cms.; Print area 35 cms. x 22 cms.; n.c. 4; c. 1. 35 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. V.D. Sharma; Ad. Mgr. V. Vibhuti Videh; Policy: Independent; Member: AINEC.

Cir. 8,433 Cc (PR 6,350 Prov.).

RASHTRAVANI

Hindi Weekly; Mondays; 10 P; Add. Sardar Patel Marg, Ajmer-26 (Raj.); Grams : RASHTRAVANI; Phones 666-8, 452.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract Rs. 1.50 s.c.cm.

Mech. Data Pages 14; Size 37.5 cms. x 25 cms.; Print area 34 cms. x 20 cms.; n.c. 4; c. 1. 34 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. & Pub. Kailash Barnwall; Policy : Nationalist.

Cir. 11,600 Cc (PR Not available).

SEEMA SANDESH

Hindi Weekly; 13P; Add. Sriganganagar (Raj.); Grams : SEEMASANDESH; Phone 244.

Ad. Rates Casual Rs. 1.20 s.c.cm.; Contract Re. 1 s.c.cm.; Pg. rate : F. Pg. Rs. 125 per insertion; Back Pg. Rs. 1.60 s.c.cm.

Mech. Data Pages 8; Size 38 cms. x 25 cms.; Print area 31.26 cms. x 20 cms.; n.c. 4; c. 1. 31.25 cms.; c.w. 5 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Chief Ed. & Pub. Kamal Nain; Ed. & Ad. Mgr. Yograj Sobti; Member : AINEC.

Cir. 4,500 Cc (PR 5,300).

SENANI

Hindi Weekly; 20P; Add. Senani Karyalaya, Pharon Ka Bazar, Bikaner (Raj.); Grams : SENANI; Phone 36.

Ad. Rates 1 to 125 cms. Rs. 2 s.c.cm.; 126 cms. to 499 cms. Rs. 1.60 s.c.cm.; 500 cms. & over Rs. 1.20 s.c.cm.; Govt., Semi-Govt. & other Public Notices Rs. 2 s.c.cm.

Mech. Data Pages 8; Size 44 cms. x 28 cms.; Print area 40 cms. x 25 cms.; n.c. 5; c. 1. 40 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. Shekhar Chandra Saksena; Ad. Mgr. Arun Kumar; Policy: Independent; Member: AINEC.

Cir. 6,500 Cc (PR 6,012).

OTHER PERIODICITIES

Language

LAHAR

Hindi Monthly; 50P; Add. P.O. Box No. 82, Mahatma Gandhi Marg, Ajmer (Raj.); Grams : LAHAR.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion; 2nd & 3rd covers -Rs. 200 each per insertion; 4th cover Rs. 150 per insertion.

Mech. Data Pages 80; Size 21 cms. x 13 cms.; Print area 19 cms. x 10 cms.; n.c. 1. c. 1. 19 cms.; c.w. 10 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. Prakash Jain; Mgr. D.S. Reddy; Policy : Literary magazine.

Cir. 8,950 Cc (PR 5,353 Prov.).

ORIENT PAPER MILLS LIMITED

Brajrajnagar, Orissa

Manufacturers of Quality Paper

- ★ Writing, Printing and Poster Papers
- ★ Packing & Wrapping Papers including waterproof crepe and polythene-coated papers.
- ★ Duplex, Triplex & Grey Boards.



Lalimli

Fine Worsted Suitings
Ladies Velour Costings
and Woolen Hosiery.



Beggs Sutherland Group of Sugar Factories
CAWNPORE SUGAR WORKS LIMITED
Marhaurah Factory Branch
Gauri Factory Branch
Pildraura Factory Branch
Kashkuriya Factory Branch
CHAMPARAN SUGAR FACTORY LIMITED
Barrah Factory Branch
Changpatia Factory Branch
Saran Engineering Company, Ltd.
Machinery for Sugar Factories.



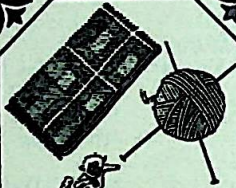
Flex

Style, Comfort and Durability
in Footwear.



N.W.T.

Leather Hand Bags and Travel
Goods to last you a life time.



Dhariwal

Pure Wool Products, Blankets
and Knitting Yarn.




IF IT'S
ELGIN
IT'S GOOD

Towels, 'SANFORIZED' Cotton Fabrics,
Drills, Bed Sheets & Furnishing Materials.




**CARTER
HOSEY**

Grey and Bleached
Cotton Fabrics and
Cotton Hosiery.



Brushware Ltd.

Makers of Industrial, Domestic
and Toilet Brushes.

Buy B.I.C. Group Products for Quality and Value



THE BRITISH INDIA CORPORATION LIMITED KANPUR U.P.

Uttar Pradesh

DAILY NEWSPAPERS

English

DAILY TELEGRAPH

English Morning; 7P; Add. Mall, Kanpur (U.P.); Grams : DAILY TELEGRAPH; Phone 26754.

Ad. Rates Casual Rs. 3.20 s.c.cm.; Contract 250 cms. Rs. 2.60 s.c.cm.; 1,250 cms. Rs. 2 s.c.cm.; Prospectuses & other Public Notices Rs. 3.20 s.c.cm.

Mech. Data Pages 4 to 6; Size 50 cms. x 37.5 cms.; Print area 45 cms. x 33.75 cms.; n.c. 7; c. 1. 45 cms.; c.w. 4.75 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1943; Ed. & Pub. K.V. Venkataram; Ad.Mgr. Bindadin; Policy: Independent.

Cir. Not available.

HINDUSTAN TIMES KANPUR SUPPLEMENT

English Morning; Except Mondays; Add. 15/278 Civil Lines, Kanpur (U.P.); Grams : HINTIMES; Phone 33008.

Ad. Rates Rs. 2 s.c.cm.; Ear Panels Rs. 8 per insertion; Further details on application.

Mech. Data Pages 2; Size 52 cms. x 35 cms.; Print area 46 cms. x 31.25 cms.; n.c. 6; c. 1. 46 cms.; c.w. 5 cms.; Screen 55 to 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1950; Ed. S. Mulgaokar, Ad. Mgr. Dhan Raj; Pubd. by Hindustan Times, New Delhi; Policy : Nationalist; Distributed free with Hindustan Times.

Cir. 3,200 Cc (PR 3,021).

LEADER

English Morning; (weekdays) 13P,

ABC

(Sundays) 15P; Add. Leader Bldg., 3 Leader Rd., Allahabad (U.P.); Grams : LEADER; Phones 2334, 2323.

Ad Rates 1 to 124 cms. Rs. 2 s.c.cm.; Contract 125 cms. & over Rs. 2.20 s.c.cm.; Prospectuses & Financial Rs. 4 s.c.cm.; Reader Rs. 4.80 s.c.cm.; Ear Panels Front Pg. (4 cms. x 1 col.) Casual Rs. 14 per panel; Contract : 13 Panels & over Rs. 10 per panel; Front Pg. 50% extra; Front Pg. solus 100% extra.

Mech. Data Pages 8 to 12; Size 57.5 cms. x 44 cms.; Print area 53 cms. x 38 cms.; n.c. 8; c. 1. 53 cms.; c.w. 4.87 cms.; Screen 60 to 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1909; Acting Ed. K.C. Sarda; Ad. Mgr. B.R. Mehta; Pubd. by Newspapers Ltd.; Policy : Nationalist; Member : IENS.

Cir. ABC (July-Dec.' 64) Not available. (PR 8,836. Prov.)

NATIONAL HERALD

ABC

English Morning; Except Sundays; 13P; Add. 1 Bisheshwar Nath Rd., P.O. Box No. 122, Lucknow (U.P.); Grams : HERALD; Phone 24893.

Ad. Rates Casual Rs. 5.50 s.c.cm.; Contract upto 124 cms. Rs. 4.50 s.c.cm.; Ord. Front Pg. 50% extra; Solus by arrangement 100% extra; Spl. pos. 25% Prospectuses, Announcements & Chairman's Speeches etc. Rs. 9 s.c.cm.

Mech. Data Pages (Weekdays) 8, (Sundays) 12; Size 58 cms. x 43 cms.; Print area 52.5 cms. x 39 cms.; n.c. 8; c. 1. 52.5 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1938; Ed. M. Chalapathi Rau; Ad. Mgr. J.N. Shrivastava; Pubd. by Associated Journals Ltd.; Policy : Nationalist; Member : IENS.

Cir. ABC. (July—Dec. '64) 20,090 (PR 18,698).

NORTHERN INDIA PATRIKA ABC
English Morning; 13P; Add. 10 Edmonstone Rd., Allahabad (U.P.); Grams; NIP; Phones 2664 & 2665.

Ad. Rates Casual upto 150 cms. Rs. 5.50 s.c.cm.; Contract 151 cms. & over Rs. 4.50 s.c.cm.; Display Classified Rs. 6.50s.c. cm.; Prospectuses Rs. 7 s.c. cm.; Reader ads. Rs. 8 s.c.cm.; Front Pg.; Editorial Top (Solus) 100% extra; Pg. facing Edtl., Top of personal col., & Top of col., 25% extra; Any other specified Pg. 25% extra; Any other specified pos. 50% extra; Opening Pg. of Sunday Magazine Section or Supplement (more than 4 Pg.) 50% extra; Ear Panel: Casual 26 insertions in a year Front Pg. Rs. 85; Sunday Magazine (Front) Rs. 55, Back panel Rs. 45 per insertion; Contract 52 insertions in a year Front Pg. Rs. 75, Sunday Magazine (Front) Rs. 50, Back panel Rs. 40 per insertion.

Mech. Data Pages 8 to 12; Print area 54 cms. x 38 cms.; n.c. 8; c.l. 54 cms.; c.w. 4.8 cms.; Screen 60; Mats and Stereos accepted.

Gen. Inf. Estd. 1959; Chief Ed. Tushar Kanti Ghosh; Cir. Mgr. Nalini Mohan Ghosh; Ad. Mgr. J.N. Banerji; Pubd. by The Allahabad Patrika Pvt. Ltd.; Policy: Nationalist; Member: IENS.

Cir. ABC (July-Dec. '64) 22,158 (PR 16,340 Prov.).

PIONEER ABC
English Morning; 13P.; Add. Pioneer House, 20 Vidhan Sabha Marg, Lucknow (U.P.); Grams: PIONEER; Phones 25211, 25212, 25052, 25045 & 25047.

Ad. Rates Casual Rs. 5.30 s.c.cm.; Contract 125 cms. & over Rs. 4.25 s.c. cm.; Financial, Company Notices & Prospectuses, etc., Rs. 8 s.c.cm.; Ear Panels: Front Pg. 1 to 12 panels Rs. 27 per panel; Contract 13 panels & over Rs. 22 per panel; Back Pg. panels 1 to 12 panels Rs. 20 per panel; Contract 13 panels & over Rs. 16 per panel; Solus pos. Front Pg. 100% extra; Front Pg. (Min. 5 cms. x 2 cols.) 50% extra.

Mech. Data Pages (weekdays) 8, (Sundays) 12; Size 58.5 cms. x 42.5 cms.; Print area 52.5 cms. x 38.96 cms.; n.c.

FOR
YOUR
EFFECTIVE
Sales

IN

UTTAR PRADESH

USE

**NATIONAL
HERALD**

**LEADING
ENGLISH
DAILY**
of U.P.

Proprietors:

Associated Journals Ltd.

LUCKNOW

8; c. 1. 52.5 cms.; c.w. 4.87 cms.; Screen upto 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1865; Ed. S.N. Ghosh; Gen. Mgr. C.P. Arren; Ad. Mgr. N.R. Chaturvedi; Pubd. by Pioneer Ltd.; Policy : Independent; Member : IENS & AINEC.

Cir. ABC (July-Dec. '64) 14,051 (PR 13,924).

Language

AJ ✓

ABC

Hindi Evening; (weekdays) 15P, (Sundays) 20P; Add. Kabirchaura, P.O. Box No. 7, Varanasi-1 (U.P.); Grams : AJ; Phones : Edtl. 2061 & 2062; Managerial 2063 & 20964.

Ad. Rates Display Casual upto 150 cms. Rs. 4.50 s.c.cm.; Contract : 151 cms. & over Rs. 4 s.c.cm.; Ear Panel (Size 6 cms. single colum); Rs. 30 per panel per insertion; 3 insertions or over Rs. 25 per panel per insertion; Reader ads. Company Prospectuses, Chairman's Speeches, Legal Notices etc. Rs. 4.50 s.c.cm.; spl. pos. Solus Front Pg. 100% extra; Front Pg. Semi solus 50% extra (min. size 10 cms. x 2 cols.); Any other specified pos. 25% extra.

Mech. Data Pages (weekdays) 8; (Sundays) 16 with Magazine section; size Demy; Print area 53 cms. x 39 cms.; n.c. 8; c. 1. 53 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1920; Ed. S.K. Gupta; Ad. Mgr. Shyam Das.; Pubd. Janamandal Ltd.; Policy : Independent Nationalist; Member: IENS, AINEC, IPI & ILNA.

Cir. ABC (July-Dec. '64) 22,035 (PR 20,599).

BHARAT

ABC

Hindi Morning; 13P, (Sunday edn.) 15P.; Add. Leader Bldg., Leader Rd., Allahabad (U.P.); Grams : BHARAT; Phone 2334.

Ad. Rates Display 1 cms. to 124 cms. Rs. 2.50 s.c.cm.; Contract 125 cms. & over Rs. 2 s.c.cm.; Prospectuses, Public Announcements, etc. Rs. 3.20 s.c.cm.; Reader ads. Rs. 4 s.c.cm.; Ear Panels (5 cms. x 1 col.) on title Pg. Casual Rs.

15 per panel; Contract 26 panels & over Rs. 12 per panel; Spl. pos. solus Front Pg. 100% extra; Front Pg. 50% extra.

Mech. Data Pages 8 to 12; Size 56.25 cms. x 43 cms.; Print area 52.5 cms. x 40 cms.; n.c. 8; c. 1. 52.5 cms.; c.w. 4.87 cms.; Screen 60 to 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1928; Ed. Shankar Dayalu Srivastava; Ad. Mgr. S. Pandey; Pubd. by Newspapers Ltd.; Policy : Nationalist; Member : IENS.

Cir. ABC (July-Dec. '64) Not available 8,748)

BOM BOM

Hindi Morning; 6P; Add. 108/175 Rambagh, Kanpur (U.P.); Phones 33530 & 38102.

Ad. Rates Ord. Casual 1 to 99 cms. Rs. 2 s.c.cm.; 100 cms. & over Rs. 1.50 s.c.cm.; Ear Panel : Casual Rs. 8 per panel; Contract 12 panels or more to be consumed in a year Rs. 5 per panel; Spl. solus pos. Inner Title Pg. Rs. 400, Inside F. Pg., Rs. 200, H. Pg. Rs. 115, Qr. Pg. Rs. 60, 1/8 Pg. Rs. 35 per insertion.

Mech. Data Pages 4; Size 50 cms. x 37.5 cms.; Print area 44 cms. x 35 cms.; n.c. 7; c. 1. 44 cms.; c.w. 5 cms.; Screen 65; Half Tone Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Chief Ed. Printer & Pub. (Dr.) Prem Nath Misra; Ad. Mgr. Sri Santosh Misra; Policy : Free & Frank.

Cir. 3,922 Cc (PR 4,224).

DAILY AMAR UJALA

Hindi Morning; 8P; Add. Amar Ujala Street, Agra-4 (U.P.); Grams : AMAR-UJALA; Phones 4346, 2408.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract : 250 cms. & over Rs. 2 s.c.cm.; Ear Panels (7 cms. x 5.75 cms.) 1 to 25 panels Rs. 11 per panel; Contract 26 panels & over Rs. 9 per panel; Front Pg. 50% extra; Notices, etc. Rs. 3 s.c. cm.

Mech. Data Pages 4; size 55 cms. x 45 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.87 cms.;

Screen 55 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. D.L. Agrawal Anand; Ad. Mgr. P.D. Khandelwal; Pubd. by M/s. National Journals, Agra; Policy : Independent Progressive; Member : AINEC.

Cir. 15,000 Cc (PR 12,399 Prov.).

DAILY JAGRAN **ABC**
Hindi Morning; Add. 2 Sarvodaya Nagar, Kanpur-2 (U.P.); Grams : JAGRAN; Phones 37292-93-94.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract 250 cms. & over Rs. 2.50 s.c.cm.; Prospectuses & Company Notices Rs. 3 s.c.cm.; Ear Panels Casual Rs. 25 per insertion; Contract for one year Rs. 20 per insertion; Spl. pos. Solus Front Pg. 100% (min. 25 cms. x 2 cols.); Front Pg. 50% extra.

Mech. Data Pages 8; Size 55 cms. x 41.25 cms.; Print area 53 cms. x 37.5 cms.; n.c. 8; c. 1. 53 cms.; c.w. 4.87 cms.;

Ear Panel 5.5 cms. x 5 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Mg. Ed. P.C. Gupta; News Ed. Narendra Mohan; Ad. Dir. Yogen-dra Mohan Gupta; Pubd. by Jagran Publications; Member : AINEC, ILNA & IENS.

Cir. ABC (July-Dec. '64) 15,799 (PR 10,000 Prov.).

DAILY JAGRAN JHANSI **ABC**
Hindi Morning; 8P; Add. 362 Civil Lines, Jhansi (U.P.); Grams: JAGRAN; Phone 622.

Ad. Rates Casual Rs. 1.70 s.c.cm.; Contract 250 cms. & over Rs. 1.50 s.c.cm.; Public Notices Rs. 2 s.c.cm.; Ear Panels Casual Rs. 15 per panel; Contract Rs. 12.50 per panel.

Mech. Data Pages 6; Print area 50 cms. x 45 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.87 cms.; Screen 65; Mats and Stereos accepted.



There are no other media more effective for ADVERTISERS for reaching not only people who matter but also readers with real purchasing power.

For rates contact or write :

THE PIONEER LTD.
20, Vidhan Sabha Marg,
LUCKNOW-1.

Gen. Inf. Estd. 1942; Ed. Rajendra Gupta; Ad. Dir. V. Kumar; Pubd. by Jagran Publications; Policy : Independent.

Cir. ABC (July—Dec. '64) 7,159
(PR 5,800 Prov.)

DAILY MAIRASHTRA

Hindi Evening; 6P; Add. 128, Sheesh Mahal, Meerut City (U.P.); Grams : MAIRASHTRA; Phones 3629, 3659.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract 500 cms. & over Rs. 1.60 s.c.cm.

Mech. Data Pages 4; Size 50 cms. x 38 cms.; Print area 45 cms. x 33 cms.; n.c. 7; c. 1. 45 cms.; c.w. 4.9 cms.; Screen 65 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. M.C. Mithal; Ad. Mgr. Suresh Agarwal; Policy : Independent.

Cir. 7,000 Cc (PR 6,500 uncertified).

DAILY PAIGHAM

Urdu Morning; 10P; Add. 88/372 Humayun Bagh, Kanpur (U.P.); Grams : PAIGHAM; Phone 34719.

Ad. Rates Casual Rs. 2.40 s.c.cm.; Contract upto 500 cms. Rs. 2 s.c.cm.; 501 cms. & over Rs. 1.60 s.c.cm.; Front Pg. Rs. 10 per panel; Contract 12 insertions & over Rs. 10 per panel.

Mech. Data Pages 6; Size 50 cms. x 37.5 cms.; Print area 46.25 cms. x 35 cms.; n.c. 7; c. 1. 46.25 cms.; c.w. 5 cms.; Screen upto 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. Wajihuddin; Ad. Mgr. Iftikharuddin; Gen. Mgr. Salahuddin; Policy : Independent.

Cir. 6,928 Cc (PR 3,000 Prov.).

DAILY SIYASAT JADID

ABC Urdu Morning; 10P; Add. Siyasat Building, 105/233 Chamanganj, Kanpur-3 (U.P.); Grams : SIYASAT ; Phone 34116.

Ad. Rates Ord. Rs. 2.50 s.c.cm.; Front Pg. 100% extra.

Mech. Data Pages 4; Size 50 cms. x 37.5 cms.; Print area 47.5 cms. x 35

cms.; n.c. 7; c. 1. 47.5 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. Printer & Pub. K.G. Zahidi; Member : ILNA.

Cir. 9,033 Cc (PR 9,348).

DAINIK PRAKASH

Hindi Morning; 5P; Add. Sarai Hakim, Aligarh (U.P.); Grams : DAINIK PRAKASH; Phone 217.

Ad. Rates Rs. 1.50 s.c.cm.; Spl. rates on application.

Mech. Data Pages 4; Print area 45 cms. x 33 cms.; n.c. 7; c. 1. 45 cms.; c.w. 4.7 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. & Pub. Madan Lal Hiteshi; Mg. Ed. G.S. Sharma.

Cir. 6,000 Cc (PR 4,000 uncertified).

DAINIK SATYAMARG

Hindi Morning; 4P; Add. 104A/198, Rambagh, Kanpur-12; Grams : DAINIK SATYAMARG; Phone 38425.

Ad. Rates Ord. 1 to 99 cms. Rs. 2 s.c.cm.; 100 cms. & over Rs. 1.50 s.c.cm.; 1st Pg. Ear Panel : Casual Rs. 10 per panel; Contract : 12 panels or more to be consumed in a year Rs. 5 per panel.

Mech. Data Pages 2; Size 44 cms. x 29 cms.; Print area 35 cms. x 24.5 cms.; n.c. 5; c. 1. 35 cms.; c.w. 4.5 cms.; Screen 65; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1958; Ed. Rama Shankar; Ad. Mgr. S. Nigam; Policy : Independent Nationalist.

Cir. 2,028 Cc (PR 1,031).

GANDIVA

ABC Hindi Evening; 8P; Add. CK 58/1 Ash Bhairo, Varanasi-1 (U.P.); Grams : DAILY GANDIVA; Phone 2819.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract 1 to 250 cms. Rs. 1.60 s.c.cm.; 251 cms. & over Rs. 1.20 s.c.cm.; Railway, Municipal Board, Legal & other Notices Rs. 2 s.c.cm.; Ear Panels Front Pg. (9.5 cms. x 9.5 cms.) Rs. 18 per insertion; 3 & over insertions Rs. 15 insertion.

Mech. Data Pages 4; Size 55 cms. x 42.5 cms.; Print area 50 cms. x 37.5 cms.; n.c. 8; c. 1. 50 cms.; Screen 50 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. (Dr.) Bhagwan-das Arora; Ad. Mgr. Indrajit Sethi; Pubs. (Dr.) Bhagwandas Arora & Indrajit Arora; Policy : Independent Nationalist.

Cir. ABC (July-Dec. '63) 6,074 (PR

HINDUSTAN

Urdu Evening; (weekdays) 3P; (Sundays) 6P; Add. Ash Bhairo, Varanasi (U.P.); Grams : HINDUSTAN; Phone 2819.

Ad. Rates Casual Rs. 1.50 s.c.cm.; Contract Re. 1 s.c.cm.; Public Notices Rs. 1.20 s.c.cm.

Mech Data Pages (weekdays) 2, (Sundays) 4; Weekdays : Size 45 cms. x 27.5 cms.; Print area 39 cms. x 23.5 cms.; Sundays : Size 55 cms x 45 cms.; Print area 49 cms. x 39 cms.; c. 1. 49 cms.; c.w. 5 cms.; Screen 50 to 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. (Dr.) Abdul Karim Azad; Ad. Mgr. Indrajit Sethi; Pubs. (Dr.) Bhagwan Dass Arorat & Indrajit Arora; Policy : Independent Nationalist.

Cir. 1,997 Cc (PR 5,000 Prov.).

JIDDAT

Urdu Morning; 6P; Add. Prince Rd., Moradabad (U.P.); Grams : JIDDAT.

Ad. Rates Upto 250 cms. Rs. 2. s.c.cm.; 251 cms. to 275 cms.; Rs. 1.90 s.c.cm.; 376 cms. to 750 cms. Rs. 1.80 s.c.cm.; 751 cms. to 1,250 cms. Rs. 1.70 s.c.cm.; 1,251 cms. and over Rs. 1.60 s.c.cm.

Mech. Data Pages 6; Size 50 cms. x 37.5 cms.; Print area 47 cms. x 35 cms.; n.c. 7; c. 1. 47 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933; Ed. & Pub. Mirza Tayyab Beg; Policy: Nationalist.

Cir. PR 1, 151.

NAVAJIVAN

Hindi Morning; (weekdays) 8P; (Sundays) 10P; Add. Bisheshwar Nath

ABC

Rd., P.O. Box No. 122, Lucknow (U.P.); Grams : HERALD; Phone 24893.

Ad. Rates Casual upto 124 cms. Rs. 3 s.c.cm.; Contract 125 cms. & over Rs. 2.40 s.c.cm.; Company Notices, Chairman's Speeches, Financial & Public Notices Rs. 5 s.c.cm.; Ord. Front Pg. 50% extra; Solus pos. 100% extra; Other specified pos. 25% extra.

Mech. Data Pages 4; Size 55 cms. x 42.5 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.87 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. Satyadeo Sharma; Ad. Mgr. J.N. Srivastava; Pubd. by Associated Journals Ltd.; Policy : Nationalist; Member : IENS.

Cir. ABC (July—Dec. '64) 10,530 (PR 10,845).

PRATAP

Hindi Morning; Except Mondays; 8P; Add. G.S. Vidyarthi Rd., Kanpur (U.P.); Grams : PRATAP; Phone 32205.

Ad. Rates Upto 249 cms. Rs. 2 s.c.cm.; Contract 250 cms. & over Rs. 1.60 s.c.cm.; Govt., Company & other Public Notices Rs. 2.40 s.c.cm.; Ear Panels Front Pg. (6.25 cms. x 6.25 cms.); 1 to 15 panels Rs. 12 per panel; Contract 52 panels & over Rs. 10 per panel; Solus Front Pg. 100% extra; Front Pg. 50% extra.

Mech. Data Pages 6; Size 56 cms. x 43 cms.; Print area 50 cms. x 38 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.8 cms.; Screen 60; Stereos and Mats accepted.

Gen. Inf. Estd. 1932; Ed. Smt. Rama Vidyarthi; Ad. Mgr. K.D. Dalakoti; Policy : Independent Nationalist.

Cir. 8,230 Cc (PR 7,000 Prov.).

PRAYAG PATRIKA

Hindi Morning; (weekdays) 10P; (Sundays) 13P; Add. 6B Master Zahurul Hasan Rd., Katra, Allahabad (U.P.); Grams : SAMACHAR; Phone 2279.

Ad. Rates Upto 124 cms. Rs. 2.40 s.c.cm.; 125 cms. & over Rs. 2 s.c.cm.; Reader ads. Rs. 2.80 s.c.cm.; Ear Panels

Casual Rs. 15 per panel; Contract 3 & over insertions Rs. 12 per panel.

Mech. Data Pages (weekdays) 6, (Sundays) 8; Size 55 cms. x 45 cms.; Print area 53 cms. x 38 cms.; n.c. 8; c. 1. 53 cms.; c.w. 4.87 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Ed. Radha Krishna Sharma; Pubd. by Samachar Prakasha. Udyog Sahakari Samiti; Policy : Co-operative Venture.

Cir. 11,500 Cc (PR Not available).

QAUMI AWAZ ABC
Urdu Monring; Except Sundays; 7P; Add. 1 Bisheshwar Nath Rd., P.O. Box No. 122, Lucknow (U.P.); Grams : HERALD; Phone 24893.

Ad. Rates Casual upto 124 cms. Rs. 1.60 s.c.cm.; Contract 125 cms. & over Rs. 1.20 s.c.cm.; Ord. pos. Front Pg. 50% extra; Solus pos. 100% extra; Other specified pos. 25% extra; Company Notices, Chairman's Speeches & other Public Notices Rs. 2.40 s.c.c.m.

Mech. Data Pages 4; Size 55 cms. x 42.5 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c. 1. 50 cms.; c.w. 4.87 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1945; Ed. Hayathulah Ansari; Ad. Mgr. J. Srivastava; Pubd. by Associated Journals Ltd.; Policy: Nationalist Congress; Member: IENS.

Cir. ABC (July-Dec. '64) 6,606 (PR 6,514).

SAINIK
Hindi Morning; 8P; Add. Kaserat Bazar, Agra (U.P.); Grams: SAINIK; Phone 2325.

Ad. Rates 1 to 150 cms. Rs. 2.80 s.c. cm.; Contract over 150 cms. Rs. 2 s.c. cm.; Company Prospectuses and Public Notices Rs. 3 s.c.cm.; Ear Panels Front Pg. Rs. 15 each.

Mech. Data Pages 4; (Mondays) 6; Size 55 cms.; Print area 50 cms. x 40 cms.; n.c. 8; c. 1. 50 cms.; c.w. 5 cms.; Screen 65; Stereos and Mats accepted.

Gen. Inf. Estd. 1925; Ed. Shanti Prasad Pathak; Ad. Mgr. R.G.S. Iglasia;

Policy: Independent; Member: IENS.

Cir. 17,583 Cc (PR 13,750 Prov.).

SWATANTRA BHARAT ABC
Hindi Morning; (weekdays) 10P; (Sundays) 13P; Add. Pioneer House, 20 Vidhan Sabha Marg, Lucknow (U.P.); Grams: SWABHARAT; Phones 25047, 22336, 25052 & 25045.

Ad. Rates Casual Rs. 2.70 s.c.cm.; Contract 125 cms. & over Rs. 2.25 s.c.cm.; Company Notices, Balance Sheets & other Public Notices Rs. 4 s.c.cm.; Ear Panels Front Pg. 1 to 12 panels Rs. 15 per panel, 13 panels & over Rs. 12 per panel; Back Pg. 1 to 12 panels Rs. 10, 13 panels & over Rs. 8 per panel; spl. pos. Solus Front Pg. (min. 5 cms. x 2 cols.) 100% extra; Front Pg. Ord. 50% extra.

Mech. Data Pages (weekdays) 6, (Sundays) 10; Size 55 cms. x 42.5 cms.; Print area 50 cms. x 38.96 cms.; n.c. 8; 50 cms.; c.w. 4.87 cms.; Screen upto 65; Stereos and Mats accepted.

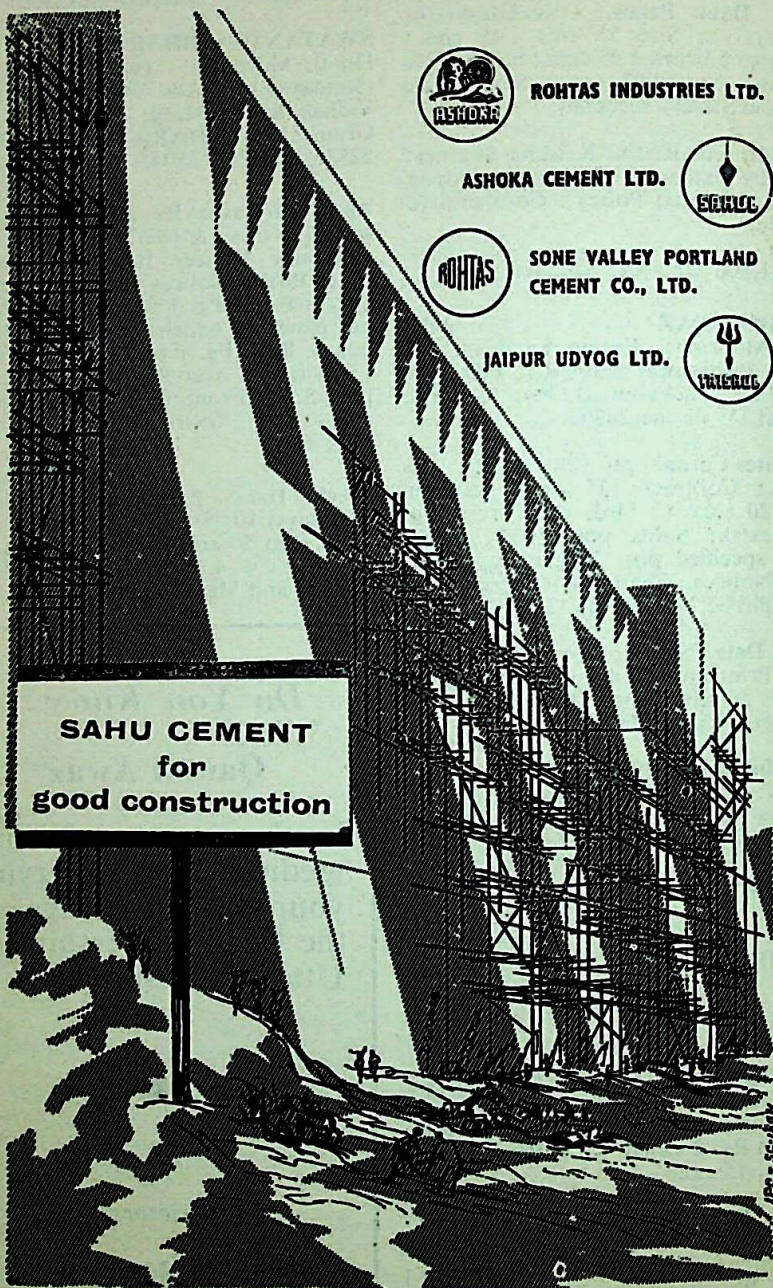
Do You Know ?

Qaumi Awaz

is the most effective medium for carrying your Sales Message to the Urdu readership of Uttar Pradesh.

Proprietors :

**Associated Journals Ltd.
LUCKNOW**



Gen. Inf. Estd. 1947; Ed. Y.P. Tripathi; Ad. Mgr. N.R. Chaturvedi; Pub. by The Pioneer Ltd.; Policy: Independent; Member: IENS & AINEC.

Cir. ABC (July—Dec. '64) 9,612 (PR 8,435).

TARUN BHARAT (तरुणभारत)
Hindi Evening; 6P; Add. Dr. Raghubir Nagar, Rajendra Nagar (East) P.O. Box No. 207, Lucknow-4 (U.P.); Phone 22901.

Ad. Rates Casual 3 cms. to 120 cms. Rs. 1.60 s.c.cm.; 121 cms. & over Rs. 1.20 s.c.cm.

Mech. Data Pages 4; size 50 cms. x 37.5 cms.; Print area 50 cms. x 37.5 cms.; n.c. 6; c. 1. 50 cms.; c.w. 4.66 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. Bachnesh Tripathi; Ad. Mgr., Nageshwar Sahai; Pub. Mansa Ram Gupta; Policy: Nationalist; Member: AINEC & ILNA.

Cir. 5,770 Cc (PR 5,555).

UJALA
Hindi Morning; 5P; Add. 55 Chilli-Int Road., Agra-3, (U.P.); Grams: UJALA; Phone 2481.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract Rs. 1.20 s.c.cm.

Mech. Data Pages 4; size 40 cms. x 37.5 cms.; Print area 44 cms. x 35 cms.; n.c. 7; c. 1. 55 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos mounted accepted.

Gen. Inf. Estd. 1940; Ed. & Pub. Ganapati Chandra Kela; Ad. Mgr. Mangal Sen Kela; Policy: Independent.

Cir. 4,450 Cc (PR 4,347 Prov.).

VEER BHARAT
Hindi Morning; 7P; Add. 45/15 Lathi Mohal, Kanpur (U.P.); Grams: VEER BHARAT; Phones 33619 & 36951.

Ad. Rates Casual 1st & 2nd insertions Rs. 2.60 s.c.cm.; 3rd & subsequent insertions Rs. 2.40 s.c.cm.; Contract 250 cms. to be used in 1 month Rs. 2 s.c.cm.; Company Prospectuses, Government & other Public Notices, etc., Rs. 2 s.c.cm.

Mech. Data Pages 4 to 8; Size 50 cms. x 37.5 cms.; Print area 46.4 cms. x 35 cms.; n.c. 7; c. 1. 46.4 cms.; c.w. 5 cms.; Screen 80; Stereos and Blocks accepted.

Gen. Inf. Estd. 1926; Ed. A.K. Pandey; Mgr. M.M. Bajpai; Pub. by Hindustan Samachar Samity Ltd.; Policy: Independent.

Cir. Not available (PR 2,800 Prov.).

CONSUMER PUBLICATIONS

WEEKLIES

English

CITIZEN

English Weekly; Saturdays; 13P; Add. Bhargava Estate, P.O. Box No. 188, Kanpur (U.P.); Grams: CITIZEN; Phone 32939.

Ad. Rates Ord. pos. 1 to 249 cms. Rs. 2 s.c.cm.; 250 cms. to 624 cms. Rs. 1.60 s.c.cm.; 625 cms. & over Rs. 1.20 s.c.cm.; Prospectuses, Company Notices, etc., Rs. 2.40 s.c.cm.; Ear Panels Front Pg. Rs. 12 per panel; 12 panels & over Rs. 10 per panel.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 22.5 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5.63 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Ed. S.P. Mehra; Ad. Mgr. P.C. Kapoor; Pubd. by Citizen Publications; Policy: Industrial & Labour.

Cir. 3,530 Cc (PR 1,200 Prov.).

HIMACHAL TIMES

English Weekly; 10P; Add. The Mall, Mussoorie; 21 Rajpur Rd., Dehra Dun (U.P.); Grams: HIMACHAL TIMES.

Ad. Rates 1 to 500 cms. Rs. 2 s.c.cm.; Contract 501 cms. & over Rs. 1.60 s.c.cm.; Public Notices, etc. Rs. 2 s.c.cm.; Pg. rate: F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 65 per insertion.

Mech. Data Pages 8; Size 36.25 cms. x 27.5 cms.; Print area 31.25 cms. x 25 cms.; n.c. 4; c. 1. 31.25 cms.; c.w. 5.75

INFA 1965

cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. S.P. Pandhi; Pubd. by the Himachal Times Press; Policy : Independent.

Cir. 5,500 Cc (PR 2,915).

HINT

English Weekly; 10P; Add. 61, Dharamshala-compound, G.T. Road, Ghaziabad, (U.P.); Grams: HINT; Phone 2368.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract 250 cms. Rs. 2.40 s.c.cm.; Spl. pos. Front Pg. 50% extra; Back Pg. 25% extra; Ear Panel min. 12 insertions per year Rs. 10 per insertion; Classified ad. 10P. per word, minimum Rs. 4 per insertion.

Mech. Data Pages 8; Size 37 cms. x 25 cms.; Print area 32 cms. x 20 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5 cms.; Screen 65; Blocks and Mats accepted.

Gen. Inf. Estd. 1963; Ed. V.K. Sekhri; Ad. Mgr. Anand Prakash; Policy: General Interest & Industrial News.

Cir. 7,000 Cc (PR 2,350 Uncertified).

PEOPLE

English Weekly; Sundays; 20P; Add. 10 Bhopal House, Lalbagh, P.O. Box No. 123, Lucknow (U.P.); Grams: PEOPLE; Phones 26886 & 26819.

Ad. Rates Upto 250 cms. Rs. 2.80 s.c.cm.; Contract 251 cms. & over Rs. 2.20 s.c.cm.; Company Prospectuses & other Public Notices Rs. 2.80 s.c.cm.

Mech. Data Pages 12; Print area 32.5 cms. x 22 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 70; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. Niranjan Lal Gautam; Policy: Nationalist.

Cir. 6,700 Cc (PR 5,622).

Language

ABHYUDAYA WEEKLY

Hindi Weekly; 13P; Add. Civil Lines, Moradabad (U.P.); Grams: ABHYUDAYA; Phone 177.

UTTAR PRADESH

Ad. Rates On application.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 21.5 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1952; Ed. & Pub. (Mrs.) Sushila Devi Gupta.

Cir. Not available.

ARUNODAYA

Hindi Weekly; 13P; Add. Arunodaya Journals, Etawah (U.P.); Grams: ARUNODAYA.

Ad. Rates Flat rate of Rs. 1.25 s.c.cm.

Mech. Data Pages 18; Size 37.5 cms. x 25 cms.; Print area 32 cms. x 22 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5.5 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1940; Ed. & Pub. Aditya

U. P.'s QUALITY HINDI DAILY NAVJIVAN

Published from

LUCKNOW

**Effective Coverage of
the area assured**

Proprietors :

**Associated Journals
Limited**

Kumar Bajpai; Ad. Mgr. Ashok Bajpai; Policy: Nationalist.

Cir. PR 2,000.

BHARATI

Hindi Weekly; 6P; Add. Bharati Karyalaya, 45 Laxmanganj, Jhansi (U.P.); Grams: BHARAT.

Ad. Rates On application.

Mech. Data Pages 4; Print area 30 cms. x 20 cms.; c. 1. 30 cms.; c.w. 5 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. Pannalal Dhusar; District Paper.

Cir. 1,500 Cc (PR 1,009).

CHETAWANI

Hindi Weekly; 5P; Add. 8, Chakrata Road, Dehra Dun (U.P.) Grams: CHETAWANI; Phone 109.

Ad. Rates Casual Rs. 1.50 s.c.cm.; Contract: 1,250 cms. Rs. 1.25 s.c.cm.; F. Pg. Rs. 175, H. Pg. Rs. 88, Qr. Pg. Rs. 44 per insertion.

Mech. Data Print area 32 cms. x 24 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. & Pub. J.C. Sood; Policy: Independent.

Cir. 3,533 Cc (PR Not available).

GANDIVAM

Sanskrit Weekly; 6P; Add. Ash Bhairo, Varanasi-1 (U.P.); Phone 2819.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract 251 cms. & over Rs. 2 s.c.cm.; Ear Panels (6.5 cms. x 3.5 cms.) Rs. 12.50 per insertion; Contract 3 & over Rs. 10 per insertion.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 21.5 cms.;

n.c. 4; Screen 50 to 65; Blocks 59d Stereos accepted.

Gen. Inf. Estd. and. 1964; Ed. (Pt.) Ram Balak Shastri; Pubs. Bhagwan Das Arora & others; Policy: Independent Nationalist.

Cir. 2,000 Cc (PR Not available).

HINDI HIMACHAL TIMES

Hindi Weekly; 10P; Add. The Mall, Mussoorie, 21 Rajpur Rd., Dehra Dun (U.P.); Grams: HIMACHAL TIMES.

Ad. Rates 1 to 375 cms. Rs. 1.20 s.c.cm.; Contract 375 cms. & over 80 P; s.c.cm.; F. Pg. Rs. 150, H. Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion.

Mech. Data Pages 8 to 10; Size 31.25 cms. x 27.5 cms.; Print area 31.25 cms. x 25 cms.; n.c. 4; c.1. 31.25 cms.; c.w. 5.75 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. S.P. Pandhi; Pubd. by The Himachal Times Press; Policy: Independent.

Cir. 5,000 Cc (PR 1,300 Prov.).

JANMAT

Hindi Weekly; 12P; Add. 10 Bhopal House, P.O. Box No. 123, Lucknow (U.P.); Grams: PEOPLE; Phones (Edtl.) 26886, (Business) 26819.

Ad. Rates Upto 255 cms. Rs. 1.75 s.c.cm.; Contract 256 cms. & over Rs. 1.20 s.c.cm.; Prospectuses & other Public Notices, etc. Rs. 1.20 s.c.cm.

Mech. Data Print area 32.5 cms. x 22 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5 cms.; Screen 70; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. J.P. Trivedi Madhukar; Pub. Niranjanlal Gautam; Policy: Nationalist.

Cir. PR 4,645.

The Only Media to carry your sales-message
in south-western U.P. & northern M.P.

DAILY JAGRAN JHANSI

Premier Hindi Daily : : Estd : 1942.

SERVING THE PEOPLE FOR 23 YEARS.

Member : A.B.C., I.E.N.S., A.I.N.E.C. & I.L.N.A.

JANYUG

Hindi Weekly; 20P; Add. 22, Kaisarbagh, Lucknow (U.P.); Grams: JAN-YUG; Phone 22844.

Ad Rates Upto 249 cms. Rs. 2.60 s.c.cm.; Contract: 250 cms. & over Rs. 2 s.c.cm.

Mech. Data Pages 12; Print area 37.5 cms. x 25 cms.; c. 1. 37.5 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Chief Ed. Ramesh Sinha; Ad. Mgr. Vijai Sharma; Policy: National Political.

Cir. 14,887 Cc (PR 11,596 Prov.).

MANU

Hindi Weekly; Saturdays; 25P; Add. 87/259 Acharya Nagar, Kanpur (U.P.).

Ad. Rates Casual Rs. 3.20 s.c.cm.; 63 cms. to 124 cms. Rs. 2.80 s.c.cm.; 125 cms. to 249 cms. Rs. 2.40 s.c.cm.; Contract 250 cms. & over Rs. 2. s.c.cm.; Public Notices Rs. 3.20 s.c.cm.; Panels 1 to 25 panels Rs. 8, 26 to 50 panels Rs. 7, 51 panels & over Rs. 6 per panel.

Mech. Data Pages 40; Size 27.5 cms. x 22.5 cms.; Print area 25 cms. x 20 cms.; n.c. 4; c. 1. 25 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. & Pub. Ram-bharose Bajpai; Policy: Non-political, Social & Cultural.

Cir. Not available.

MUKHBIR-I-ALAM

Urdu Weekly; 10P; Add. Mukhbir-i-Alam Mansion, Shidi Sarai St., Moradabad (U.P.); Grams: MUKHBIR-I-ALAM; Phone 375.

Ad. Rates Contract 1 to 99 cms. Rs. 2.50 s.c.cm.; 100 cms. to 499 cms. Rs. 2.40 s.c.cm.; 500 cms. to 999 cms. Rs. 2 s.c.cm.; 1,000 cms. & over Rs. 1.60 s.c.cm.; Legal, Public, Government, Railway, & other Public Notices Rs. 2.50 s.c.cm.; Ear Panels Casual Rs. 10 per insertion; Contract 12 panels Rs. 9, 24 panels Rs. 8, 47 panels Rs. 6 per insertion; Front Pg. 75% extra.

Mech. Data Pages 8; Size 50 cms. x 38

cms.; Print area 46.5 cms. x 35 cms.; c. 1. 46.5 cms.; c.w. 5 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1903; Ch. Ed., Prop., Printer & Pub. Kazi Abid Ali Rizvi; Ad. Mgr. M.B. Birlas; Policy: Nationalist.

Cir. 7,173 Cc (PR 7,164).

NAGRIK

Hindi Weekly; 13P; Add. Bhargava Estate, P.O.Box No.188, Kanpur (U.P.); Grams: CITIZEN; Phone 32939.

Ad. Rates Upto 249 cms. Rs. 1.60 s.c.cm.; 250 cms. to 624 cms. Rs. 1.20 s.c.cm.; 625 cms. & over 80P. s.c.cm.; Prospectuses, Company Notices etc. Rs. 2 s.c.cm.; Other details on application.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 32.5 cms. x 22.5 cms.; n.c. 4; c. 1. 32.5 cms.; c.w. 5.63 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. Suresh Mehra; Ad. Mgr. P.C. Kapoor; Pubd. by Citizen Publications; Policy: Industrial Labour.

Cir. 2,800 Cc (PR 1,841).

NAYA SANSAR

Hindi Weekly; 20P; Add. 17 Prem-puri, Muzaffarnagar, (U.P.); Grams: NAYA-SANSAR; Phone 435.

Ad. Rates Casual Rs. 2 s.c.cm.; Contract: 151 cms. to 650 cms. Rs. 1.60 s.c.cm.; 651 cms. to 1500 cms. Rs. 1.40 s.c.cm.; 1,501 cms. to 2,500 cms. Rs. 1.20 s.c.cm.; Govt., Railway & other Public Notices Rs. 2 s.c.cm.; Prospectuses, Chairman's Speeches, etc., Re. 1. s.c.cm.

Mech. Data Pages 12; size 38 cms. x 25 cms.; Print area 33 cms. x 22 cms.; n.c. 4; c. 1. 33 cms.; c.w. 5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. & Pub. Kaviraj Sudarshan Lal Jain; Ad. Mgr. V.K. Jain; Policy: Independent.

Cir. 7,833 Cc (PR 9,339).

NAYA SANSAR

Urdu Weekly; 10P; Add. Galshaheed,

Moradabad (U.P.); Grams: NAYA-SANSAR; Phone 270.

Ad. Rates Contract 1 to 250 cms. Rs. 1.60 s.c.cm.; 251 cms. & over Rs. 1.20 s.c.cm. Front Pg.; 50% extra; Reader Ads. Rs. 2.40 s.c.cm.; Govt., Municipal, Court & other Public Notices Rs. 1.60 s.c.cm.

Mech. Data Pages 8 to 12; Size 38 cms. x 25.4 cms.; Print area 35.5 cms. x 23 cms.; n.c. 4; c. 1. 35.6 cms.; c.w. 5.75 cms.; Screen 65 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Chief Ed. & Pub. R.K. Purbi; Ed. Ch. Gianchand; Ad. Mgr. M. K. Purbi; Policy : Independent.

Cir. 6,500 Cc (PR 7,039).

PANCHAYAT RAJ GAZETTE

Hindi Weekly; 10P; Add. Chilli-Int Rd., Agra-3 (U.P.); Phone 2481.

Ad. Rates Casual Rs. 3.25 s.c.cm.; Contract 250 cms. & over Rs. 2.40 s.c.cm.

Mech. Data Pages 12; size 50 cms. x 37.5 cms.; Print area 44 cms. x 35 cms.; n.c. 7; c. 1. 44 cms.; c.w. 5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951 Ed. & Pub. Ganpati Chandra Kela; Ad. Mgr. Mangal Sen; Policy: Independent.

Cir. 1,923 Cc (PR 1,982).

PANCHJANYA

ABC Hindi Weekly; 25P; Add. Dr. Raghubir Nagar, Rajendra Nagar (East); P.O. Box. No. 207, Lucknow-4 (U.P.); Phone 22901.

Ad. Rates Casual: 3 cms. to 124 cms. Rs. 3.20 s.c.cm.; 125 cms. to 249 cms. Rs. 2.80 s.c.cm.; 250 cms. to 499 cms. Rs. 2.40 s.c.cm.; 500 cms. & over Rs. 2 s.c.cm.; Legal & other Public Notices, etc. Rs. 3.20 s.c.cm.

Mech. Data Pages 16; Size Demy half; Print area 37.5 cms. x 25.5 cms.; n.c. 5; c. 1. 37.5 cms.; c.w. 4.8 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. Yadav Rao Deshmukh; Ad. Mgr. Nageshwar Sahai;

Pubd. by Rashtradharm Prakashan Ltd.; Member: IENS, AINEC & ILNA.

Cir. ABC (Jan.-June '64) 28,977 (PR

PARVATIYA

Hindi Weekly; 25P; Add. Melville Lodge, The Mall, Naini Tal (U.P.); Phone 182.

Ad. Rates Flat Rate of Rs. 2.40 s.c.cm.

Mech. Data Pages 16; Size 37.5 cms. x 25 cms.; Print area 32 cms. x 20 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Pub. Bishunu Datta Uniyal; Ad. Mgr. Mahesh Chandra; Policy: U.P. Border uplift.

Cir. 6,200 Cc (PR 5,400).

RAMA RAJYA

Hindi Weekly; 7P; Add. 8/208 Arya Nag.r, Kanpur (U.P.); Grams: RAM-RAJYA; Phone 33548.

Ad. Rates 1 to 250 cms. Rs. 2 s.c.cm.; Contract 251 cms. & over Rs. 1.60 s.c.cm.; Ear Panels Casual Rs. 12 per panel, 3 panels & over Rs. 10 per panel.

Mech. Data Pages 8; Size 37.5 cms. x 25 cms.; Print area 33.5 cms. x 21.5 cms.; n.c. 4; c. 1. 33.5 cms.; c.w. 5 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. Ramnath Gupta.

Cir. 5,000 Cc (PR 2,000).

SADAQAT

Urdu Weekly; Saturdays; 13P; Add. Old Topkhana Bazar, Kanpur (U.P.) Grams: SADAQAT; Phone 38643.

Ad. Rates Upto 500 cms. Rs. 1.60 s.c.cm.; 501 cms. to 1,000 Rs. 1.40 s.c.cm.; 1,001 cms. to 1,500 cms. Rs. 1.20 s.c.cm.; 1,501 & over Re. 1 s.c.cm.; Flat rate Rs. 1.60 s.c.cm.

Mech. Data Pages 6; size 50 cms. x 37.5 cms.; Print area 45 cms. x 35 cms.; n.c. 7; c. 1. 45 cms.; c.w. 5 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1925; Ed. Iffat Khwaja;

Pub. Khwaja Abdul Waheed; Ad. Mgr. A. Q. Khwaja; Policy: Nationalist.

Cir. 5,000 Cc (PR 1,899).

SAHYOGI

Hindi Weekly; 12P; Add. 111/73 Ashok Nagar, Kanpur (U.P.); Phone 33233.

Ad. Rates Casual upto 200 cms. Rs. 2 s.c.cm.; 201 cms. & over Rs. 1.60 s.c.cm.

Mech. Data Pages 20; size 27 cms. x 21 cms.; Print area 23 cms. x 19 cms.; n.c. 4; c.1. 23 cms.; c.w. 4.31 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Eds. Gopi Nath Gupta & (Mrs) Lakshmi Raghavendra; Ad. Mgr. S. B. Saxena; Pub. (Mrs.) Lakshmi Raghavendra; Policy: Nationalist.

Cir. 4,565 Cc (PR 4,296).

SANGHTHAN WEEKLY

Sindhi Weekly; 13P; Add. 16/2 Bamba Rd., Kanpur (U.P.); Grams: SANGHTHAN; Phone 36349.

Ad. Rates Casual: Rs. 2.50 s.c.cm.; Contract 250 cms. & over Rs. 2 s.c.cm.

Mech. Data Pages 12; Size 38 cms. x 25 cms.; Print area 33 cms. x 20 cms.; n.c. 4; c. 1. 33 cms.; c.w. 5 cms.; Screen 65; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. Gobind Ram M. Pakhrani; Ad. Mgr. Bhagwandas; Policy: National.

Cir. 9,000 Cc (PR 1,000).

SANSAR

Hindi Bi-Weekly; 13P; Add. Bettiah Kothi, Kashipura, Varanasi (U.P.); Grams: SANSAR; Phone 3089.

Ad. Rates Casual Rs. 1.60 s.c.cm.; Contract below 250 cms. Rs. 1.40 s.c.cm.; 251 cms. & over Rs. 1.20 s.c.cm.; Reader ads. Rs. 2. s.c.cm; Ear Panels Rs. 10 per insertion.

Mech. Data Pages 8; Size 55.9 cms. x 44.5 cms.; Print area 50.8 cms. x 38 cms.; n.c. 8; c. 1. 50.8 cms.; c.w. 4.76

cms. Screen 50 to 60; Stereos and Mats accepted.

Gen. Inf. Estd. 1943; Ed. Ganga Prasad Singh Akhauri; Ad. Mgr. Baldeva Das; Pubd. by The Sansar Ltd.; Policy: Independent Nationalist.

Cir. 6,502 Cc (PR 5,665 Prov.).

SAPTAHIK VYAPAR SANDESH

Hindi Weekly; 125P; Add. 55/87 Aalowali Gali, Naya Ganj, Kanpur (U.P.); Phone 32489.

Ad. Rates 1 to 624 cms. Rs. 2. s.c.cm.; Contract 625 cms. & over Rs. 1.60 s.c.cm.; Public & Govt. Notices Rs. 2.60 s.c.cm.; Front Pg. Rs. 3.20 s.c.cm.; Last Pg. Rs. 2.80 s.c.cm.; Other details on application.

Mech. Data Pages 16; Size 37.5 cms. x 25 cms.; Print area 30 cms. x 22.5 cms.; n.c. 4; c. 1, 30 cms.; c.w. 5.5 cms.; Screen 60 to 85; Mats and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. & Pub. Hari Shanker Sharma; Mg. Ed. M.M. Gupta; Ad. Mgr. D.P. Dixit; Policy: Devoted to Commerce & Industry.

Cir. 5,030 Cc

SWARAJYA

Hindi Weekly; 12P; Add. 1133 Belanganj, Agra (U.P.); Grams: SWARAJYA; Phone 2451.

Ad. Rates Casual 1 to 125 cms. Rs. 2 s.c.cm.; Contract: 127.5 cms. to 625 cms. Rs. 1.60 s.c.cm.; 626 cms. & over Rs. 1.20 s.c.cm.; Govt., Railway, Municipal & other Public Notices etc. Rs. 1.60 s.c.cm.

Mech. Data Pages 12; size 37.5 cms. x 25 cms.; Print area 32 cms. x 20 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. Anand Sharma; Ad. Mgr. K.K. Sharma; Policy: Independent.

Cir. 7,519 (PR 2,000 Prov.).

SWATANTRA DEEP

Hindi weekly; Add. Etawah (U.P.); Grams: SWATANTRA DEEP.

INFA 1965

Ad. Rates On application.

Mech. Data Pages 12; Size 37.5 cms. x 25 cms.; Print area 32 cms. x 22 cms.; n.c. 4; c. 1. 32 cms.; c.w. 5.5 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1960; Ed. & Ad. Mgr. Ashok Bajpai; Pub. A.K. Bajpai; Policy: Nationalist independent.

Cir. PR 2,000.

UJALA

Hindi Weekly; 10P; Add. Literacy House, Singar Nagar, Lucknow (U.P.); Grams: LITERACY; Phone 22180.

Ad. Rates Upto 125 cms. Rs. 2 s.c.cm.; 126 cms. & over Rs. 1.60 s.c.cm.

Mech. Data Pages 12; size 28 cms. x 21 cms.; Print area 22 cms. x 16 cms.; n.c. 3; c. 1. 22 cms.; c.w. 5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. Kastoor Chand Gupta; Ad. Mgr. M.S. Mor; Pubd. by India Literacy Board; Policy: Social Education.

Cir. Not available.

WEEKLY HINDU

Hindi Weekly; 12P; Add. Weekly Hindu Pub., Lalta Rd., Hardwar (U.P.); Grams: HINDU WEEKLY.

Ad. Rates F. Pg. Rs. 60 H. Pg. Rs. 35, Qr. Pg. Rs. 18 per insertion; Annual Contract : F. Pg. Rs. 50 per insertion;

Mech. Data Pages 12 to 16; Size 32.5 cms. x 22.5 cms.; Print area 30 cms. x 20 cms.; n.c. 4; c. 1. 30 cms.; c.w. 6.25 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1934; Ed. Pub. & Harish Chander Singh; Ad. Mgr. M.S. Rawat.

Cir. 2,500 Cc (PR 2,000).

OTHER PERIODICITIES

English

CURRENT EVENTS

English Monthly; Re. 1; Add. 17, Raj-

UTTAR PRADESH

pur Rd., Dehra Dun (U.P.); Grams: CURRENT EVENTS; Phone 187.

Ad. Rates F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 75 per insertion; Ear Panels Pg. Rs. 45 per panel; Inside cover Pgs. Rs. 350 per insertion & outside back cover Rs. 450 per insertion.

Mech. Data Pages 92; Size 24.35 cms. x 18.12 cms.; Print area 20 cms. x 13.75 cms.; n.c. 2; c.1. 20 cms.; c.w. 6.25 cms.; Screen 65 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. Sohan Lal; Ad. Mgr. A.D. Upreti; Pubd. by Narain Das & Sons; Member: IENS & AINEC.

Cir. 11,126 Cc (PR 10,833).

Language

ALHASANAT

Urdu Fortnightly; 30P; Add. Maktaba Alhasanat, Rampur (U.P.); Grams: ALHASANAT.

Ad. Rates Rs. 50 per Pg.

Mech. Data Pages 28; Size 25.4 cms. x 19.5 cms.; Print area 21 cms. x 15 cms.; n.c. 2; c. 1. 21 cms.; c.w. 7.5 cms.; Blocks and Charbas accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. Mohd. Abdul Hai.

Cir. 4,500 Cc (PR, 4,495).

AMITA HINDI MONTHLY

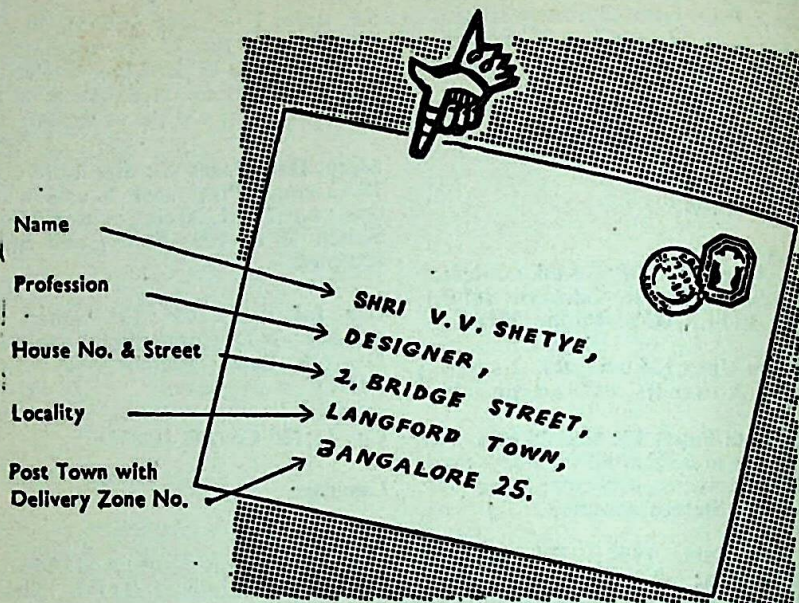
Hindi Monthly; Add. 23 Hazratganj, Lucknow (U.P.); Phone 27380.

Ad. Rates Cover; Back cover Rs. 400, Inside 2nd cover Rs. 300, Inside 3rd cover Rs. 250; Ord. F. Pg. Rs. 150, H. Pg. Rs. 90 per insertion.

Mech. Data Size 19 cms. x 13.5 cms.; Print area 16 cms. x 10 cms.; n.c. 1; c. 1; 16 cms.; c.w. 10 cms.; Screen 80 to 100; Blocks, Stereos and Mats accepted.

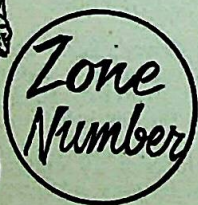
Gen. Inf. Estd. 1962; Pub. Kumar Manocha; Ad. Mgr. B. Manchanda.

Cir. 12,000 Cc (PR 10,000).



Large towns are usually divided into postal delivery Zones to speed up sorting and delivery of mail. Give wings to your letters; address them fully, showing the zone number.

When you write, please include your own zone number in **YOUR** address.



completes the address

**HELP US
SERVE YOU BETTER**

POSTS & TELEGRAPHS DEPARTMENT

DA 65/99

ARUN ABC
Hindi Monthly; 40P; Add. Civil Lines,
P.O. Box No. 27, Moradabad (U.P.);
Grams: ARUN; Phone 140.

Ad. Rates F. Pg. 1 to 5 insertions Rs. 300, H. Pg. Rs. 160, Qr. Pg. Rs. 90 per insertion; Contract 6 insertions & over F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 70 per insertion; Cover Pages: 1st cover (Tri-colour) Rs. 1,500; Back cover (1 colour) Rs. 450, (2 colours) Rs. 600, (3 colours) Rs. 750, (4 colours) Rs. 850 per insertion; 2nd cover Rs. 350, 3rd inside cover Rs. 325 per insertion.

Mech. Data Pages 88; Size 24 cms. x 17.5 cms.; Print area 21 cms. x 15 cms.; n.c. 2; c. 1. 21 cms.; c.w. 7.5 cms.; Screen 65 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933; Ed. Ashok Misra; Ad. Mgr. Rameshwar Prasad; Pubd. by Arun Group of Publications; Policy: Light reading; Member: IENS.

Cir. ABC (July-Dec. '64) 38,438

BHARAT VYAPAR PATRIKA
Hindi Monthly; 10th of every month; 50P; Add. P.O. Box No. 49, Raja Darwaza, Varanasi (U.P.); Phone 3343.

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg. Rs. 70, 1/3 Pg. Rs. 55, Qr. Pg. Rs. 40 per insertion; Outstanding value Ear Panel (7.5 cms. x 5 cms.) 1 to 12 insertions Rs. 22, 13 to 23 insertion Rs. 21, 24 panels & over Rs. 20 per insertion; V.P.P. Ear Panels 1 to 12 panels Rs. 14 per panel, 13 to 35 panels Rs. 13.50, 36 panels & over Rs. 13 per panel; Cover Pg. rates & particulars on application.

Mech. Data Size 24.5 cms. x 19 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Estd. 1960; Mg. Ed. Seth Kedar Nath; Mgr. N.A. Siddiqui; Policy: Devoted to Commerce, Trade & Industry.

Cir. 5,888 Cc (PR 5,888).

FILM SANGEET
Hindi Monthly; 80P; (Yearly subs. Rs. 6.60); Add. Sangeet Karyalaya, Hathras (U.P.); Phone 225.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40 per insertion; V.P. Panels (6.5 cms. x 6.5 cms.) Rs. 20 per panel; Spl. pos. rates etc. on application; Rebate of 12½% allowed on annual Contract.

Mech. Data Pages 40; size 24.5 cms. x 16.5 cms.; Print area 21.5 cms. x 12.5 cms.; n.c. 2; c. 1. 21.5 cms.; c.w. 6.25 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Ed. L.N. Garg; Pub. K.C. Garg; Policy: Film & Secular Music & Dance.

Cir. 2,000 Cc (PR 1,267).

GYAN BHARTI ✓
Hindi Monthly; 50P; Add. P.O. Box No. 151, Chaulakhi, Lucknow (U.P.); Grams: GYANBHARTI; Phone 23647.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60; Cover Pages: 2nd Rs. 250, 3rd Rs. 250, Last Rs. 400; each Additional Colour 25% extra.

Mech. Data Size 20.5 cms. x 14 cms.; Print area 17.5 cms. x 10.5 cms.; n.c. 2; c. 1. 17.5 cms.; c.w. 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. Shri Narain Gautam; Ad. Mgr. Ramashanker.

Cir. 17,500 Cc (PR 16,455).

JIWAN SHIKSHA ✓
Hindi Monthly; 75P; Add. Sarvodaya Sahitya Prakashan, K 33/4, Golghar, Varanasi (U.P.); Grams: SARVODAYA; Phone 3323.

Ad. Rates F. Pg (2 colours) Rs. 125, H. Pg. 75, Qr. Pg. Rs. 40 per insertion; 2nd & 3rd covers (2 colours) Rs. 250, last cover (3 colours) Rs. 300 per insertion; 10% & 12½% series discounts for 6 & 12 months contract.

Mech. Data Pages 52; Size 23.75 cms. x 17.5 cms.; Print area 21 cms. x 13.75 cms.; n.c. 2; c. 1. 21 cms.; c.w. 6.75 cms.; Screen 100; Blocks & Stereos accepted.

Gen. Inf. Estd. 1957; Ed. Tarun Bhai; Ad. Mgr. Ramji Singh; Pubd. by Sarvodaya Sahitya Prakashan; Policy: Independent.

Cir. 11,241 Cc (PR-17,339).

KAHANI

ABC

Hindi Monthly; 50P; Add. P.O. Box No.24,5 Sardar Patel Marg, Allahabad-1 (U.P.); Grams; KAHANI; Phones 2795, 2838.

Ad. Rates Casual F. Pg. Rs. 225; H. Pg. Rs. 120, Qr. Pg. Rs. 70 per insertion; Contract: 4 insertions & over F. Pg. Rs. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 60 per insertion; Casual 2nd & 3rd inside covers Rs. 300 each; Contract Rs. 275; Back cover (2 colours) Casual Rs. 400 each, Contract Rs. 350 each; 3 colours Casual Rs. 500; Contract Rs. 450 per insertion.

Mech. Data Pages 80; Size 32.5 cms. x 15 cms.; Print area 20 cms. x 10.5 cms.; Screen 80, Cover Pg. 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. Sripat Rai; Gen. Mgr. P.N. Mishra; Policy: Short story magazine.

Cir. ABC (Jan.-June '64) 33,055 (PR 30,553).

MANMOHAN

Hindin Monthly; 50P; Add. 281, Muthiganj, Allahabad-3 (U.P.); Phone 5325.

Ad. Rates Casual : F. Pg. Rs. 110, H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion; Contract: 2 insertions & cover F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30, per insertion; Casual 2nd & 3rd covers Rs. 135 each, Contract Rs. 125 each; Casual 4th cover Rs. 220, Contract Rs. 200, per insertion.

Mech. Data size 23.75 cms. x 17 cms.; Print area 20 cms. x 15 cms. n.c. 2; c. 1. 20 cms.; c.w. 4.5 cms.; Screen upto 75 & 100 for covers; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Eds. Rajeshwar Prasad Singh & Aloke Mitra; Ad. Mgr. Aloke Mitra; Pubd. by Mitra Prakashan (Pvt) Ltd., Policy: Devoted to Children.

Cir. PR 15,875.

MANOHAR KAHANIYAN

ABC

Hindi Monthly; 50P; Add. 281, Muthiganj, Allahabad-3 (U.P.); Phone 5325.

Ad. Rates Casual: F. Pg. Rs. 380, H. Pg. Rs. 200, Qr. Pg. Rs. 105 per insertion; Contract: 3 insertions and over F. Pg. Rs. 350, H. Pg. Rs. 180, Qr. Pg. Rs. 95 per insertion; Cover Pgs. 2nd & 3rd covers Casual Rs. 480 each per insertion; Contract 3 insertions & over Rs. 400 per insertion, 4th cover Rs. 550; Contract 3 insertions, & over Rs. 500 per insertion.

Mech. Data size 23.75 cms. x 17 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 4.5 cms.; Screen upto 75, Covers 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1940; Eds. Rajeshwar Prasad Singh & Aloke Mitra; Ad. Mgr. Aloke Mitra; Pub. by Mitra Prakashan Pvt. Ltd.; Member: IENS (A sister publication of Maya).

Cir. ABC (July-Dec. '64) Not available (PR 45,288 Prov.).

MANORAMA

ABC

Hindi Monthly; 50P; Add. 281 Muthiganj, Allahabad-3 (U.P.); Phone 5325.

Ad. Rates Casual F. Pg. Rs. 220, H. Pg. Rs. 120, Qr. Pg. Rs. 65, per insertion; Contract 3 insertions & over: F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion; Cover Pg. 2nd & 3rd Casual Rs. 240 each; Contract 3 insertions & over Rs. 225 each per insertion; 4th cover Casual Rs. 50, Contract Rs. 300 per insertion.

Mech. Data Size 23.75 cms. x 17 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 4.5 cms.; Screen 75, cover 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1924; Eds. Rajeshwar Prasad Singh & Aloke Mitra; Ad. Mgr. Aloke Mitra; Pubd. by Mitra Prakashan Pvt. Ltd..

Cir. ABC (July-Dec. '64) Not available. (PR 20,291).

MAYA

Hindi Monthly, 50P; Add. 281 Muthiganj, Allahabad-3 (U.P.); Phone 5325.

Ad. Rates Casual F. Pg. Rs. 400, H. Pg. Rs. 210, Qr. Pg. Rs. 115 per insertion; Contract 3 insertions & over F. Pg. Rs. 37, H. Pg. Rs. 195, Qr. Pg. Rs. 110

per insertion; cover Pgs. 2nd & 3rd cover Casual Rs. 550; Contract 3 insertions & over Rs. 500 each per insertion, 4th cover Casual Rs. 650; Contract 3 insertions & over Rs. 600 per insertion.

Mech. Data Size 23.75 cms. x 17 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 4.5 cms.; Screen upto 75 & 100 for cover; Blocks and Stereos accepted.

Gen. Inf. Estd. 1929; Eds. Rajeshwar Prasad Singh & Aloke Mitra; Ad. Mgr. Aloke Mitra; Pubd. by Mitra Prakashan Pvt. Ltd.; Policy: Independent, literary stories etc.; Member: IENS.

Cir. ABC (July-Dec. '64) Not available, (PR 39,810 Prov.).

MAZDOOR SAMACHAR

Hindi Monthly; 25P; Add. P.O. Box No. 451, 39/3 Majid Ahmad Rd., Kanpur (U.P.); Grams: TREDTYPE; Phones 35201, 36235.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion; Back cover Rs. 350, Inner Cover Rs. 250.

Mech. Data Pages 36; Print area 18.75 cms. x 13.75 cms.; n.c. 2; c. 1. 18.75 cms.; c.w. 6.87 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. Arjun Arora; Ad. Mgr. B.N. Singh; Pubd. by Kanpur Press Syndicate; Policy: Promotion of labour welfare.

Cir. 1,892 Cc (PR Not available).

NEEHARIKA

Hindi Monthly; 60P; Add. Hospital Rd. Agra-3, (U.P.); Grams: MEHRACO; Phones 2471, 3030, 2562.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 200, per insertion; 2nd & 3rd covers Rs. 425, 4th cover (3 colours) Rs. 665 per insertion; Contract F. Pg. 300, H. Pg. Rs. 200 per insertion; 2nd & 3rd covers Pg. Rs. 375, 4th cover (3 colours) Rs. 600 per insertion.

Mech. Data Pages 132; Size 19.5 cms. x 13.5 cms.; Print area 16 cms. x 10.5 cms.; n.c. 2; c. 1. 16 cms.; c.w. 5 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. Ram Mehra; Ad. Mgr. R. Saran; Pubd. by Mehra Newspapers; Policy: Short story magazine.

Cir. 37,353 Cc (PR 30,023).

NOK JHONK

Hindi Monthly; 50P; Add. 1153, Bagh Muzaffarkhan, Agra (U.P.); Grams: NOKJHONK; Phone 4874 P.P.

Ad. Rates F. Pg. Rs. 150; H. Pg. Rs. 80; Qr. Pg. 45; 2nd & 3rd covers Rs. 200; 4th cover (3 colours) Rs. 350 per insertion.

Mech. Data ages 64; Size 23 cms. x 14.5 cms.; Print area 21.25 cms. x 13.75 cms.; n.c. 2; c. 1. 21.25 cms.; c.w. 6.87 cms.; Screen 65 to 85; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1937; Ed., Pub. & Ad. Mgr. Rajkumar Gupta; Policy: Wit & humour.

Cir. 14,625 Cc (PR 12,755 Prov.).

PUSHPI

Hindi Monthly; Rs. 1.25; Add. Pushpi Karyalaya, 999 Katra, Allahabad (U.P.); Phone 2345.

Ad. Rates On application.

Mech. Data Pages 175; Size 17.5 cms. x 11.25 cms.; Print area 15 cms. x 8.75 n.c. 1; c. 1. 15 cms.; c.w. 8.75 cms.; Screen 100; Blocks accepted.

Gen. Inf. Ed. & Pub. S.K. Agarwal; Ad. Mgr. V.K. Agarwal; Policy: Social.

Cir. 10,000 Cc (PR, 4,665).

RAJA BETA

Hindi Monthly; 50P; (yearly subs. Rs. 6) Add. C 21/3p Pishach Mochan, Varanasi (U.P.).

Ad. Rates Casual F. Pg. Rs. 200, H. Pg. Rs. 125 per insertion.

Mech. Data Print area 22 cms. x 15 cms.; n.c. 2; c. 1. 22 cms.; c.w. 4.5 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1958; Ed. Raj Kumar Wahi; Pub. Moolchand Wahi; Policy: Children's pictorial monthly.

Cir. 9,000 Cc (PR 8,499).

RAMTA YOGI

Hindi Fortnightly; Alternate Saturdays; 12P; Add. Ramta Yogi Karyalaya, 24/24 B. Karachikhana, Kanpur (U.P.); Grams: RAMTAYOGI; Phone 32810.

Ad. Rates Display upto 125 cms. Rs. 2.40 s.c.cm.; 126 cms. & cover Rs. 2.20 s.c. cm.

Mech. Data Pages 12; Print area 37.5 cms. x 25 cms.; n.c. 5; c. 1. 37.5 cms.; c.w. 4.87 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. Sanjay Shastri; Policy: Nationalist.

Cir. Not available.

RASHTRADHARMA

Hindi Monthly; Re. 1, (Annual subs. Rs. 12); Add. Post Box 207, Dr. Rabhubir Nagar, Rajendra Nagar (East), Lucknow-4 (U.P.); Phone 22901.

Ad. Rates 2nd cover Rs. 250, 3rd cover Rs. 200, 4th cover (single colour) Rs. 300, (tricolour) Rs. 500; Facing cover Pg. Rs. 200; Ord. F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45.

Mech. Data Pages 120; Size 20 cms. x 15 cms.; Print area 16.5 cms. x 11.5 cms.; n.c. 2; c. 1. 16.5 cms.; c.w. 5.5 cms.; Screen 65; Blocks and stereos accepted.

Gen. Inf. Estd. 1964; Ed. Ram Shanker Agnihotri; Ad. Mgr. Nageshwar Sahai; Pub: Bhanu Pratap Shukla; Policy: Bharitya nationalism.

Cir. 10,000 Cc

SAHITYA SANDESH

Hindi Monthly; 50P; yearly Rs. 5; Add. Sahitya Kunj, 5 M.G. Rd., Agar (U.P.); Phone 2268.

Ad. Rates Ord. F. Pg. Rs. 100, H. Pg. Rs. 55 per insertion; Cover Pg. 2nd & 3rd Rs. 125 each, H. Pg. Rs. 70 per insertion; 4th cover: F. Pg. Rs. 150, H. Pg. Rs. 80 per insertion.

Mech. Data Pages 48; Size 25 cms. x 19 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.25 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937; Ed. Mahendra; Ad. Mgr. J.P. Sharma; Pub. R.C. Lal; Policy: Independent, Devoted to Criticism.

Cir. 10,765 Cc (PR 7,963 Prov.).

SAJNI

Hindi Monthly; 50P; Add. 180 Sobhatia Bagh, Allahabad (U.P.); Grams: SAJNI.

Ad. Rates Casual up to 3 insertions: F. Pg. Rs. 120, H. Pg. Rs. 60, Qr. Pg. Rs. 30 per insertion; Contract 3 insertions & over F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion.

Mech. Data Size 25 cms. x 18.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2 or 3; c. 1. 20 cms.; c.w. 5 cms. or 7.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1943; Ed. & Pub. N.R. Shukla; Ad. Mgr. V.K. Shukla.

Cir. 10,356 Cc (PR 11,262).

SANGEET

Hindi Monthly; 55P; (yearly subs. Rs. 6.60), (Special) Rs. 4; Add. Sangeet Karyalaya, Nursan Gate, Hathras, Dist. Aligarh (U.P.).

Ad. Rates On application.

Mech. Data Size 24 cms. x 16 cms.; Print area 20 cms. x 12 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6 cms.; Blocks and Stereos accepted.

Gen Inf. Estd. 1935; Ed. L.N. Garg; Gen. Mgr. K.C. Garg; Pubd. by P.L. Garg; Partners; Policy: Indian Music.

Cir. 4,000 Cc (PR 2,575).

SARASWATI

Hindi Monthly; 65P; Add. Indian Press Publications Pvt. Ltd., Allahabad (U.P.).

Ad. Rates Ord. pos. F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; 4th cover Rs. 250, 2nd & 3rd covers Rs. 150 each per insertion.

Mech. Data Pages 96; Size 23.75 cms. x 17.5 cms.; Print area 18.75 cms. x 15 cms.; n.c. 2; c. 1. 18.75 cms.; c.w. 7.5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1900; Ed. (Pandit) S.N. Chaturvedi; Policy: Literary magazine.

Cir. 4,000 Cc (PR 4,000).

VIGYAN LOK

Hindi Monthly; 1st of every months; 75P; Add. Hospital Rd., Agra-3 (U.P.); Grams: MEHRACO; Phones 2471, 303 & 2562.

Ad. Rates F. Pg. Rs. 225, H. Pg. 125, Qr. Pg. Rs. 75 per insertion; 2nd & 3rd covers (3 colours) Rs. 500 each, 4th cover (3 colours) Rs. 600 per insertion.

Mech. Data Pages 60; Size 25 sm. x 16 cms.; Print area 21 cms. x 13 cms; n.c. 2; c. l. 21 cms.; c.w. 6.5 cm.; Screen 85 to 100; Stereos and Blocks accepted.

Gen. Inf. Estd. 1960; Ed. S. Mehra; Ad. Mgr. R. Saran; Pubd. by Mehra Newspapers; Policy: Science.

Cir. 10,801 Cc (PR 10,445).

YUVAK

Hindi Monthly; 40P; Add. Jeoni Mandi, John's Bungalow No. 4 Agra (U.P.); Grams: YUVAK; Phone 2996.

Ad. Rates, Casual F. Page Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion; Contract: F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Covers 2nd & 3rd Casual Rs. 150, Contract Rs. 125 each per insertion; Casual Back cover Rs. 175; per insertion.

Mech Data Pages 72; Size 22.5 cmsx 15 cms.; n.c. 2; c. l. 20 cms., c.w. 7.5 cms.; Screen 65 to 85 Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Pran Veer Singh; Ad. Mgr. Ramji Lal; Policy Literary.

Cir. 10,696 Cc (PR 7,552 Prov.)

With the compliments of :

HINDUSTAN MOTORS LTD.,

CALCUTTA

INTERESTING INFORMATIVE ATTRACTIVE

AMERICAN REPORTER

a fortnightly printed in English, and seven Indian languages has a circulation of more than 400,000.

Subscription Rates:

One year (26 issues) Re. 1/-
Two years (52 issues) Rs. 2/-



SPAN

is a monthly magazine printed in English on fine paper and liberally illustrated in black and white and colour.

Subscription Rates:

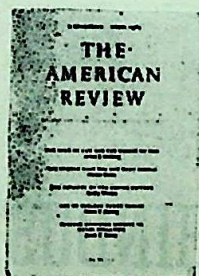
One year (12 issues) Rs. 4/-
Two years (24 issues) Rs. 7/-

THE AMERICAN REVIEW

is a thought provoking quarterly in English featuring articles representative of U.S. opinion.

Subscription Rates:

One year (4 issues) Rs. 3/-
Two years (8 issues) Rs. 5/-



Please send your subscription to your nearest regional distributor:

DELHI:	Patrika Syndicate Pvt. Ltd, Gole Market, New Delhi-1
BOMBAY:	Lalvani Bros., 210 Dr. D.N Road, Bombay-1.
CALCUTTA:	Patrika Syndicate Pvt. Ltd., 12/1 Lindsay Street, Calcutta-16.
MADRAS:	Swadesamitran Ltd., Victory House, Mount Road, Madras-2.

Business Publications

GENERAL GOVERNMENT

English

AKASHVANI

English Weekly; 30P; Add. Akashvani Bhavan, Parliament St., New Delhi-1; Grams: LISTENER; Phone 36327.

Ad. Rates Ord. pos. 1 to 249 cms. Rs. 4 s.c.cm.; 250 cms. to 624 cms. Rs. 3 s.c.cm.; 2nd cover Pg. 1 to 11 insertions Rs. 400; 12 insertions & over Rs. 300; H. Pg. 1 to 11 insertions Rs. 200; 12 insertions & over Rs. 150 per insertion; 3rd cover F. Pg. 1 to 11 insertions Rs. 460, 12 insertions & over Rs. 345 per insertion, 4th cover Pg. 1 to 11 insertions Rs. 485, 12 insertions & over Rs. 360 per insertion; H. Pg. 1 to 11 insertions Rs. 245, 12 insertions & over Rs. 1.80 per insertion; other details of panel rates & spl. pos. etc. on application.

Mech. Data Pages 60; Size 27 cms. x 21 cms.; Print area 25 cms. x 19 cms.; n.c. 4; c. 1. 25 cms.; c.w. 4.75 cms.; Screen upto 85; Stereos and Mats accepted.

Gen. Inf. Ed. R. S. Sharma; Asstt. Business Mgr. O. P. Makar; Policy: Publishing detailed programme of All India Radio (A Govt. of India Publication).

Cir. 5,600.

BHAGIRATH

English Quarterly; 25P; (Annual Subs. Re. 1); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 160, H. Pg. Rs. 85, Qr. Pg. Rs. 45 per insertion; Contract: (4 or more insertions) F. Pg. Rs. 130, H. Pg. Rs. 70, Qr. Pg. Rs. 40 per insertion; Spl. Cover Pos.: Back Cover 50% extra; 2nd & 3rd Covers & other guaranteed pos. 25%

extra; Colour Surcharges 25% extra for each additional colour.

Mech. Data Size 26.5 cms. x 21.5 cms.; Print area 22 cms. x 16 cms.; n.c. 2; c. 1. 22 cms.; c.w. 8 cms.; Stereos and Mats accepted.

Gen. Inf. Ed. (Dr.) K. S. Rangappa; Business Mgr. M.S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Pubd. on behalf of the Central Water & Power Commission, Policy: Developing India's Water and Power resources.

Cir. 5,000.

DAK TAR

English & Hindi Monthly; 35P; Add. Office of the Director-General of Posts & Telegraphs, New Delhi; Phones 30151/240440.

Ad. Rates Casual: Ord. F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion; Contract for 4 insertions & over F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Casual 2nd & 3rd cover Pgs. Rs. 180 each per insertion; Contract Rs. 150 per insertion; Back cover Casual Rs. 250 per insertion; Contract Rs. 200 per insertion.

Mech. Data Pages 32; Size 27.30 cms. x 22.2 cms.; Print area 21.6 cms. x 16.50 cms.; n.c. 2 or 3; c. 1. 21.6 cms.; c.w. 5.08 cms.; Screen 80-100; Stereos and Mats accepted.

Gen. Inf. Ed. H. N. Verma; Pub. Director-General of Posts & Telegraphs, New Delhi.

Cir. 2,000.

EASTERN RAILWAY MAGAZINE

English Monthly; 50 P; Add. Eastern Railway House, 17 Netaji Subhas Rd., Calcutta-1 (Ben.); Phone 22-6811.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion; Cover Pgs. Back cover Rs. 500, 2nd & 3rd covers

Rs. 400 each per insertion; Other spl. pos. rates on application.

Mech. Data Pages 64; Size 28 cms. x 20.5 cms.; Print area 24 cms. x 19 cms.; n.c. 2; c.l. 24 cms.; c.w. 8.5 cms.; Screen 133; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1945; Ed. M. K. Varma; Ad. Mgr. N. R. Das Gupta; Pubd. by Eastern Railway; Policy: To create good will among Railways & the public.

Cir. 3,500.

INDIA : (A Reference Annual)

English Annual; Popular edn. Rs. 6.50, De-luxe Edn. Rs. 9, Foreign Edn. \$3.50 or 25 Sh; Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates F. Pg. (Ads. to appear in Library Form at the end of the Book) Rs. 300; Specified Pos.: 25% extra.

Mech. Data Pages 650; Size Royal 8'vo; Print area 20 cms. x 12 cms.; Screen 80; Blocks and Stereos accepted; Only F. Pg. ads. accepted.

Gen. Inf. Estd. 1953; Business Mgr. M.S. Jaini; Asst. Business; Mgr. (Space Selling) S. L. Jaiswal.

Cir. 15,000.

INDIAN AND FOREIGN REVIEW

English Fortnightly; 50P; (Foreign) 15 cents or 1 sh., (Annual Subs. Rs. 10); (Foreign) \$2.75 or 18 sh; Add. Publications Division, Govt. of India; Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 400, H. Pg. Rs. 225, Qr. Pg. Rs. 125 per insertion; Contract: (4 or more insertions) F. Pg. Rs. 325, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; Spl. Cover Pos.: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos.: 25% extra; Colour Surcharge 25% extra for each additional colour.

Mech. Data Pages 32; Size Royal 4'vo; Print area 25 cms. x 18 cms.; Screen 55 to 65.

Gen. Inf. Chief Ed. K. K. Nair; Business Mgr. M. S. Jaini; Asst. Business Mgr

(Space Selling) S. L. Jaiswal; Policy: Indian and Foreign affairs review.

Cir. 13,000.

INDIAN INFORMATION

English & Hindi Fortnightly; English edn.: 25P, (Annual Subs. Rs. 5); Hindi edn.: 15P. (Annual Subs. Rs. 3); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Contract: (4 insertions and more) F. Pg. Rs. 125, H. Pg. Rs. 70, Qr. Pg. Rs. 40 per insertion; Cover Pg.: Back Cover 50% extra; Colour Surcharge 25% extra for each additional colour; 10% discount on ads. released simultaneously in both English & Hindi edns.

Mech. Data Pages 40; Size 27 cms. x 20.5 cms.; Print area 22 cms. x 17.5 cms.; n.c. 3; c. l. 22 cms.; c.w. 5.5 cms.; Stereos and Mats accepted.

Gen. Inf. Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Planning & Development.

Cir. (English) 2,600, (Hindi) 1,600.

INDIAN RAILWAYS

English Monthly; Re. 1, (Annual subs. Rs. 10); Add. P. O. Box No. 467, Rail Bhavan, Raisina Rd., New Delhi; Grams: RAILWAYS; Phones 31798; 33359.

Ad. Rates Ord. pos. Casual F. Pg. Rs. 350, H. Pg. Rs. 200, Qr. Pg. Rs. 115; Contract: 6 insertions & over F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 95 per insertion; Casual Back cover Rs. 500; Contract: Rs. 500; Casual Inside Front cover Rs. 450; Contract Rs. 400; Casual Inside Back cover Rs. 400, Contract Rs. 375 per insertion.

Mech. Data Pages 68; Size 27 cms. x 21.5 cms.; Print area 23 cms. x 17.5 cms.; n.c. 2; c. l. 23 cms.; c.w. 8.5 cms.; Screen 100; Stereos and Mats accepted.

Gen. Inf. Estd. 1956; Ed. Krishen Ghulati; Pubd. by The Govt. of India. Railway Board.

Cir. 5,000.

KURUKSHETRA

English Monthly; 35P; (Annual Subs. Rs. 4); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 85 per insertion; Contract: 4 insertions or more F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 65 per insertion; Cover pages Back Cover 50% extra; 2nd & 3rd Covers & other guaranteed pos. 25% extra; Colour Surcharge 25% extra for each additional colour.

Mech. Data Pages 40; Size Demy 4'; Print area 16 cms. x 23 cms.; n.c. 2; c. 1. 23 cms.; c.w. 7.5 cms.; Screen 80; Stereos, Blocks & Mats accepted.

Gen. Inf. Estd. 1952; Ed. S. Sanyal; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Pubd. by the Govt. of India; Policy: Official organ of the National Movement of Community Development.

Cir. 11,000.

METRIC MEASURES

English & Hindi Bi-Monthlies; 40P; (Annual Subs. Rs. 2); Add. Publication Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates English edn.: Casual F. Pg. Rs. 175, H. Pg. Rs. 90, Qr. Pg. Rs. 50 per insertion; Contract: 4 insertions and more F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40 per insertion; Hindi edn. Casual F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Contract: 4 insertions and more F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; Cover Pages: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos. 25% extra; 25% for each additional colour; 10% discount on ads. released simultaneously in both English & Hindi edns.

Mech. Data Pages 36; Size 24 cms. x 17.5 cms.; Print area 19 cms. x 14 cms.; n.c. 2; c. 1. 19 cms.; c.w. 7 cms.; Stereos and Mats accepted.

Gen. Inf. Estd. 1957; Ed. V. B. Mainkar; Business Mgr. M. A. Jaini; Asst. Busi-

ness Mgr. (Space Selling) S. L. Jaiswal; Policy: Metrology Science.

Cir. (English) 8,000, (Hindi) 2,500.

ORISSA REVIEW

English Monthly; 25P; Add. Home (Public Relations) Department, Govt. of Orissa, P.O. Bhubaneswar-1 (Or.); Grams: PUBLICITY; Phones 883 & 839.

Ad. Rates Ord. pos. Casual: F. Pg. Rs. 150, H. Pg. Rs. 85, Qr. Pg. Rs. 50 per insertion; Contract 4 insertions and over: F. Pg. Rs. 100, H. Pg. Rs. 65, Qr. Pg. Rs. 40 per insertion; Spl. pos. rates on application.

Mech. Data Pages 56; Size 22.5 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms. Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1944; Actg. Ed. Mayadhar Mishra; Policy: Interpretation of development activities in Orissa (An Orissa Government Publication).

Cir. 1,200.

PANCHAYATI RAJ

English Monthly; 15P; (Annual Subs. Rs. 1.25); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Casual F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion; Contract: (4 insertions & more) F. Pg. Rs. 175, H. Pg. Rs. 100, Qr. Pg. Rs. 50 per insertion; Cover Pages: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos. 25% extra; Colour Surcharge 25% extra for each additional colour.

Mech. Data Pages 20; Size Demy quarto; Print area 16 cms. x 23 cms.; n.c. 2; c. 1. 23 cms.; c.w. 7.5 cms.; Stereos and Mats accepted.

Gen. Inf. Ed. V. K. Shastri; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Pubd. by the Govt. of India.

Cir. 10,000.

SAINIK SAMACHAR

Armed Forces Pictorial Weekly; Pubd. Sundays in 9 languages, viz. English,

Hindi, Urdu, Punjabi, Tamil, Telugu, Marathi, Gorkhali and Malayalam; 31P; Add. "P" Block, Raisina Road, New Delhi.

Ad. Rates English, Hindi, Urdu & Punjabi: Casual Rs. 1.80 s.c.cm. each; 126 cms. to 500 cms. Rs. 1.60 s.c.cm. each; 501 cms. to 1,250 cms. Rs. 1.40 s.c.cm. each; 1,251 cms. & over Rs. 1.20 s.c.cm. each; Tamil, Telugu, Marathi, Gorkhali & Malayalam: Casual Rs. 1.20 s.c.cm. each; 126 cms. to 500 cms. Re. 1 s.c.cm. each; 501 cms. to 1,250 cms. 90P. s.c.cm. each; 1,251 cms. & over 80P. s.c.cm. each language; Rebate 6% for simultaneous publication in at least 3 languages, 12½% rebate for simultaneous publication in all languages; Cover Pg. & spl. pos. rates on application (Min. size to be accepted will be 5 cms. S. col., Fraction of cms. will not be accepted).

Mech. Data Pages 36 for English & 32 for other languages; Size 30 cms. x 23 cms. Print area 28 cms. x 21 cms.; n.c. 4; c. 1. 28 cms.; c.w. 5 cms.; Screen 85; Stereos and Blocks accepted.

Gen. Inf. Estd. 1909; with which is incorporated "Fauji Akhbar"; Deals with entertainment, information & education of interest to the armed forces personnel; Pubd. by the Armed Forces Information Officer, Ministry of Defence, New Delhi.

Cir. Not available under security rules.

SOCIAL WELFARE

English Monthly; 50P; (Annual Subs. Rs. 5); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 225, H. Pg. Rs. 115, Qr. Pg. Rs. 60 per insertion; Contract: (4 insertions or more) F. Pg. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 50 per insertion; Spl. Cover Pos.: Back Cover 50% extra; 2nd & 3rd covers & other guaranteed pos.: 25% extra; Colour Surcharge 25% extra for each additional colour; 10% discount on ads. released simultaneously in both English & Hindi edns.

Mech. Data Pages 36; Size 32 cms. x 25 cms.; Print area 28 cms. x 20 cms.;

n.c. 4; c. 1. 28 cms.; c.w. 5 cms.; Stereos and Mats accepted.

Gen. Inf. Estd. 1954; Ed. (Mrs.) Prabha Rai; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Social Welfare activities.

Cir. 4,800.

SOUTH-EASTERN RAILWAY MAGAZINE

English Monthly; 50P; Add. 11 Garden Reach Rd., Calcutta-43 (Ben.); Grams: PUBSER; Phones 45-2390, 45-3769.

Ad. Rates Casual F. Pg. Rs. 275, H. Pg. Rs. 150, Contract F. Pg. Rs. 250, H. Pg. Rs. 135 per insertion; Spl. pos. 25% extra; Cover Pg. rates on application.

Mech. Data Pages 64; Size 27 cms. x 22 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.5 cms.; Screen 85; Stereos and Mats accepted.

Gen. Inf. Estd. 1958; Ed. R. Dayal; Pubd. by South Eastern Railway Magazine Committee; Policy: To promote useful relations between Railway administration & employees.

Cir. 3,400.

TRAVELLER IN INDIA

English Bi-Monthly; Rs. 2 (Annual subs. Rs. 10); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Casual: F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; Contract for 4 or more insertions F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 85 per insertion; Spl. Cover. Pos. Back Cover 50% extra; 2nd & 3rd covers & other guaranteed pos. 25% extra; Colour Surcharge 25% extra for each additional colour.

Mech. Data Pages 48; Size Demy quarto; Print area 22 cms. x 17 cms.; n.c. 2 or 3; c. 1. 22 cms.; c.w. 8.5 cms or 5.5 cms.; Screen 120; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. S. Dayal; Business Mgr. M.S. Jaini, Asstt. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Promotion of Tourism in India.

Cir. 9,000.

YOJANA

English & Hindi Fortnightly; 25P; Annual Subs. Rs. 5; Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates English edn.: Casual F. Pg. Rs. 400, H. Pg. Rs. 225, Qr. Pg. 125 per insertion; Contract: 4 insertions and more F. Pg. Rs. 325, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; Hindi edn.: Ord. Casual F. Pg. Rs. 270, H. Pg. Rs. 150, Qr. Pg. Rs. 85 per insertion; Contract (4 insertions & over) F. Pg. Rs. 225, H. Pg. Rs. 125, Qr. Pg. Rs. 70 per insertion; Spl. cover pos.: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos. 25% extra; Colour Surcharge 25% extra for each additional colour; 10% discount on ads. released simultaneously in both English & Hindi edns.

Mech. Data Pages 32; Size 27 cms. x 20 cms.; Print area 23 cms. x 18 cms.; n.c.2; c. l. 23 cms.; c.w. 9. cms.; Screen 85; Blocks, Stereos and Mats accepted.

Gen. Inf. Ch. Ed. H. Y. Sharada Prasad; Business Manager, M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Official organ of Planning Commission.

Cir. (English) 13,000, (Hindi) 6,100.

Language**AJKAL**

Hindi Monthly; 60P; (Annual Subs. Rs. 7); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 175, H. Pg. Rs. 90, Qr. Pg. Rs. 50 per insertion; Contract (4 insertions or more) F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40 per insertion; Cover Pages: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos. 25% extra; Colour Surcharges 25% extra for each additional colour; 10% discount on ads. released simultaneously in both Hindi & Urdu edns.

Mech. Data Pages 44; Size 27 cms. x 22 cms.; Print area 23 cms. x 18 cms.; n.c. 2; c. l. 23 cms.; c.w. 9 cms.; Stereos and Mats accepted.

Gen. Inf. Estd. 1944; Ed. Manmath Nath Gupta; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Educational, Social & Cultural problems of the country.

Cir. 3,700.

AJKAL

Urdu Monthly; 30P; (Annual Subs. Rs. 7); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion; Contract: (4 insertions or more) F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Spl. Cover Pos.: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos. 25% extra; Colour Surcharge 25% extra for each additional colour; 10% discount on ads. released simultaneously in both Hindi & Urdu edns.

Mech. Data Pages 52; Size 27 cms. x 22 cms.; Print area 21 cms. x 16 cms.; n.c. 2; c. l. 21 cms.; c.w. 7.5 cms.; Mats and Stereos accepted.

Gen. Inf. Ed. Bal Mukand Arsh; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Cultural magazine.

Cir. 2,500.

AKASHI

Assamese Fortnightly; 7th & 22nd of every month 25P; Add. All India Radio, Eden Garden, Calcutta (Ben.); Grams: BETARJAGAT; Phone 23-9131.

Ad. Rates Ord. pos.: 3 cms. to 249 cms. Rs. 2.40 s.c.cm., 250 cms. to 499 cms. Rs. 2 s.c.cm.; Contract 500 cms. & over Rs. 1.60 s.c.cm.; Spl. pos. Casual 2nd & 3rd covers Pgs. F. Pg. Rs. 275, H. Pg. Rs. 150 per insertion; Contract (min. 12 insertions a year) F. Pg. Rs. 230, H. Pg. Rs. 120 per insertion; Other spl. pos. & Pg. rates etc. on application; No ads. less than 3 cms. accepted.

Mech. Data Pages 36; Size 27.5 cms. x 21.5 cms.; Print area 25 cms. x 19 cms.; n.c. 4; c. l. 25 cms.; c.w. 4.75 cms.; Screen upto 100; Blocks and Stereos accepted.

Read & Advertise in

“ANDHRA PRADESH”

—An illustrated monthly journal for every family
with several new features

Circulation over 55,000 copies per month

Published in Telugu, English, Urdu & Hindi

Price : Single copy 25 paise only

For further particulars : Write to

THE DIRECTOR OF
INFORMATION & PUBLIC RELATIONS, HYDERABAD-A.P.

Gen. Inf. Estd. 1959; Ed. G. C. Chucker-
verty (A Govt. of India Publication).

Cir. 1,500.

AKASHVANI

Hindi Fortnightly; 7th & 22nd of every
month; 25P; Add. Akashvani Bhavan,
Parliament St., New Delhi-1; Grams:
LISTENER; Phone 36327.

Ad. Rates Ord. pos. Upto 249 cms. Rs.
2.40 s.c.cm.; 250 cms. to 624 cms. Rs. 2
s.c.cm.; 625 cms. to 1,249 cms. Rs. 1.80
s.c.cm.; 1,250 cms. to 1,874 cms. Rs. 1.60
s.c.cm.; 1,875 cms. to 2,499 cms. Rs. 1.40
s.c.cm.; 2,500 cms. & over Rs. 1.20 s.c.
cm.; Pg. rates & spl. pos. rates etc. on
application.

Mech. Data Pages 56; Size 27 cms. x 21.5
cms.; Print area 25 cms. x 19 cms.; n.c.
4; c. 1. 25 cms.; c.w. 4.75 cms; Screen
upto 85; Blocks, Stereos and Mats
accepted.

Gen. Inf. Estd. 1935; Ed. S. R. Sharma;
Ad. Mgr. Directorate of Advertising &
Visual Publicity, Govt. of India (A
Govt. of India Publication).

Cir. 5,200.

BAL BHARATI

Hindi Monthly; 35 P; (Foreign 8d or
10 cents); (Annu Sub. Rs. 4); Foreign
9 sh. or \$ 1); Add. Publications Divi-
sion, Govt. of India, Old Secretariat,
Delhi-6; Grams: EXINFOR; Phone
229928.

Ad. Rates Ord. Casual F. Pg. Rs. 100,
H. Pg. Rs. 55, Or. Pg. Rs. 30 per inser-
tion; Contract: (4 insertions or more)
F. Pg. Rs. 80, H. Pg. Rs. 45, Or. Pg. Rs.
25 per insertion; Cover Pages: Back
Cover 50% extra; 2nd & 3rd covers &
other guaranteed pos. 25% extra; Colour
Surcharge 25% extra for each addition-
al colour.

Mech. Data Pages 36; Size 26.5 cms. x
21.5 cms.; Print area 18.5 cms. x 22.5
cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 9 cms.;
Stereos and Mats accepted.

Gen. Inf. Estd. 1948; Ed. (Mrs.) Savitri-
devi Verma; Business Mgr. M. S. Jaini;
Asst. Business Mgr. (Space Selling) S. L.
Jaiswal; Policy: Children's magazine.

Cir. 24,000.

BETAR JAGAT

Bengali Fortnightly; 35P; Add. All India
Radio, Eden Garden, Calcutta-1 (Ben);
Grams: BETARJAGAT; Phone
23-9131.

Ad. Rates Basic rates Casual 3 cms. to
124 cms. Rs. 9 20 s.c.cm.; Contract 125
cms. & over Rs. 8 s.c.cm.; Spl. pos. 2nd
& 3rd covers Pgs. Casual F. Pg. Rs. 1,000
H. Pg. Rs. 500; Contract (min. 6 inser-
tions a year) F. Pg. Rs. 825, H. Pg.
415 per insertion; 4th cover Casual
F. Pg. Rs. 1,025, H. Pg. Rs. 515 per
insertion; Contract 6 insertions & over
F. Pg. Rs. 850, H. Pg. Rs. 430 per inser-
tion; Other spl. pos. rates & panels etc.
on application; Ad. less than 3 cms. not
accepted.

Mech. Data Pages 52; Size 27.5 cms. x
21.5 cms.; Print area 25 cms. x 19 cms.;
n.c. 4; c. 1. 25 cms.; c.w. 4.75 cms.;
Screen 120; Blocks, Stereos and Mats
accepted.

Gen. Inf. Estd. 1929; Ed. G.C. Chucker-
verty; (A Govt. of India Publication &
Official organ in Bengali of All India
Radio).

Cir. 78,000.

BHARAT

Hindi Annual; Rs. 3.50; Add. Publica-
tions Division, Govt. of India, Old
Secretariat, Delhi-6; Grams: EXINFOR;
Phone 229928.

Ad. Rates F. Pg. (Ads. to appear in
Library Form at the end of the Book)
Rs. 100; Specified Pos.: 25% extra.

Mech. Data Pages 400; Size Royal 8'
vo; Print area 20 cms. x 12 cms.; Screen
80; Blocks and Stereos accepted. Only
F. Pg. ads. accepted.

Gen. Inf. Business Mgr., M. S. Jaini;
Asst. Business Mgr. (Space Selling) S. L.
Jaiswal.

Cir. 2,000.

JEEVAN SHIKSHAN MAGAZINE

Marathi Monthly; 50P; Add. State
Institute of Education M. S., Poona-2
(Mh.); Phone 56122.

Ad. Rates Ord. F. Pg. single insertion
Rs. 75, 2 insertions Rs. 138, 3 insertions

Rs. 200, 6 insertions Rs. 338, 12 insertions Rs. 563 (lot); Qr. Pg. 1 insertion Rs. 23, 2 insertions Rs. 43, 3 insertions Rs. 63, 6 insertions Rs. 113, 12 insertions Rs. 175 (lot); Cover Pg. rates & further details on application.

Mech. Data Pages 32; Size 24 cms. x 18.75 cms.; Print area 20 cms. x 13.75 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.8 cms.; Screen 80; Mats and Stereos accepted.

Gen. Inf. Estd. 1915; Ed. Dr. Chitra Naik; Pubd. by Department of Education M. S.; Policy: Promoting the cause of Primary education (A Government Publication).

Cir. 6,500.

KURUKSHETRA

Hindi Monthly; 25P; (Annual Subs. Rs. 2.50); Add. Publications Division, Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Contract: F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; Spl. Cover Pos.: Back Cover 50% extra; 2nd & 3rd Covers and other guaranteed pos. 25% extra; Colour Surcharge 25% extra for each additional colour.

Mech. Data Pages 40; Size Demy quarto; Print area 16 cms. x 23 cms.; n.c. 2; c. 1. 23 cms.; c.w. 7.5 cms.; Stereos and Mats accepted.

Gen. Inf. Ed. Keshogopal Nigam; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Policy: Devoted to the cause of Community Development.

Cir. 8,000.

SAMAJ KALYAN

Hindi Monthly; 40P; (Annual Subs. Rs. 4.50); Add. Publications Division, (Social Welfare Unit), Govt. of India, Old Secretariat, Delhi-6; Grams: EXINFOR; Phone 229928.

Ad. Rates Ord. Casual F. Pg. Rs. 225, H. Pg. Rs. 115, Qr. Pg. Rs. 60 per insertion; Contract: (4 insertions or more) F. Pg. Rs. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 50 per insertion; Spl. Cover Pos.: Back Cover 50% extra; 2nd & 3rd

covers & other guaranteed pos.: 25% extra; Colour Surcharge 25% extra for each additional colour; 10% discount on ads. released simultaneously in both English & Hindi edns.

Mech. Data Pages 36; Size 32 cms. x 25 cms.; Print area 28 cms. x 20 cms.; n.c. 4; c. 1. 28 cms.; c.w. 5 cms.; Stereos and Mats accepted.

Gen. Inf. Ed. Rakesh Jain; Business Mgr. M. S. Jaini; Asst. Business Mgr. (Space Selling) S. L. Jaiswal; Pubd. on behalf of Central Social Welfare Board; Policy: Social Welfare activities.

Cir. 3,400.

UTKAL PRASANG

Oriya Monthly; 12P; Add. Home (Public Relations) Department, Govt. of Orissa, P.O. Bhubaneswar-1 (Or.); Grams: PUBLICITY; Phones 883 & 839.

Ad. Rates Ord. pos. Casual: F. Pg. Rs. 150, H. Pg. Rs. 85, Qr. Pg. Rs. 50 per insertion; Contract 4 insertions & over: F. Pg. Rs. 100, H. Pg. Rs. 65, Qr. Pg. Rs. 50 per insertion; Spl. pos. rates on application.

Mech. Data Pages 56; Size 22.5 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c.1. 20 cms.; c.w. 7.5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1944; Actg. Ed. Mayadhar Mishra; Policy: Interpretation of development activities in Orissa (An Orissa Govt. Publication).

Cir. 20,000.

VANI

Telugu Fortnightly; 35 P; Add. All India Radio, South Beach Road, Mylapore, Madras-4; Grams: AKASH-VANI; Phone 71041.

Ad. Rates Ord. pos. Casual 3 cms. to 249 cms. Rs. 2.80 s.c.cm.; Contract 250 cms. & over Rs. 2.40 s.c.cm.; 2nd & 3rd covers Pgs.: Casual F. Pg. Rs. 300; Contract 4 insertions & over Rs. 250 per insertion; Casual H. Pg. Rs. 155; Contract 4 insertions & over Rs. 130 per insertion; Casual 4th cover F. Pg. Rs. 370, Contract 4 insertions & over Rs. 310, Casual H. Pg. Rs. 190; Contract: 4 insertions & over Rs. 160 per insertion; Other details on application.

Mech. Data Pages 48 to 52; Print area 25 cms. x 18 cms.; n.c. 4; c.l. 25 cms.; c.w. 4.5 cms.; Half Tone Screen 120 to 133 for cover Pgs. & 80 for text pages; Blocks, Stereos and Mats accepted.

Gen. Inf. Ed. Station Director; Ad. Mgr. Directorate of Advertising & Visual Publicity, Govt. of India (A Govt. of India Publication).

Cir. 15,000.

ACCOUNTANCY

English

THE CHARTERED ACCOUNTANT
English Monthly; Rd. 1; Add. The Institute of Chartered Accountants of India, Indraprastha Marg, P.O. Box No. 268, New Delhi-1; Grams: CICA; Phones 274446 & 274031.

Ad. Rates Ord. F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 70 per insertion; Back cover Pg. Rs. 300; Inside cover Pg. Rs. 250 per insertion; Series discount at 15% & 10% discount on an annual contract of 12 and 6 insertions respectively.

Mech. Data Pages 50; Size 26.80 cms. x 21.60 cms.; Print area 22.90 cms. x 17.20 cms.; n.c. 2.; c. l. 22.90 cms.; c.w. 8.40 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. M. P. Chitale; Pubd. by The Institute of Chartered Accountants of India; Policy: Official Organ of the Institute.

Cir. 8,300 Cc.

COST AND WORKS ACCOUNTANT
English Monthly; Rs. 2; (yearly sub. Rs. 18); Add. 12 Sudder St., Calcutta-16 (Ben.); Grams: STANDCOST; Phones 24-2327/28.

Ad. Rates Ord. Pos. Casual F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Contract: 6 insertions & over F. Pg. Rs. 120, H. Pg. Rs. 65, Qr. Pg. Rs. 40 per insertion; Cover Pgs. Casual 4th cover Rs. 250; Contract: 6 insertions Rs. 200 per insertion; Casual 3rd cover Rs. 200; Contract Rs. 150 per Insertion.

Mech. Data Pages 48; Size 24 cms. x 18 cms.; Print area 20 cms. x 14 cms.; n.c. 2 ; c. l. 20 cms.; c.w. 6.25 cms.; Screen upto 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. N. S. Venkatakrishnan; Pubd. by The Institute of Cost & Works Accountants of India; Policy: Official Organ of the Institute of Cost & Works Accountants.

Cir. 1,800 Cc (PR 1,961).

ADVERTISING AND PRESS

English

ADMARS
English Monthly; Rs. 2; Add. 6/174 Mahalakshmi Bldg., Sir Bhalchandra Rd., Dadar, Bombay-14 (Mh.); Grams: ADMARSAL, Bombay-Dadar.

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 160, 2/3 Pg. Rs. 215, 1/3 Pg. Rs. 110, 1/6 Pg. Rs. 60; Spl. pos. rates on application; Covers: Front Rs. 750 (Black & Red), Back Rs. 650 (Black & Red); Front inside Rs. 450, Back inside Rs. 400; No halftone Blocks accepted on the covers.

Mech. Data Pages 24 to 32; Size 27.5 cms. x 21.5 cms.; Print area 23 cms. x 18 cms.; n.c. 3; c. l. 23 cms.; c.w. 5.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. V. Achuthan; Pubd. by The Admars Company; Policy: Devoted to Advertising, Marketing Sales & Sales Management.

Cir. Not available.

ADVERTLINK
English Monthly; 60P; Add. 45, Amherst Street, P.O. Box. No. 10825, Calcutta-9 (Ben.).

Ad. Rates Casual Rs. 4 s.c.cm.; Contract Rs. 3.20 s.c.cm.

Mech. Data Pages 24; Size 29 cms. x 22.5 cms.; Print area 25 cms. x 20 cms.; n.c. 4; c. l. 25 cms.; c.w. 4.6 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. Dhiren Mitra; Ad. Mgr. S. Bhowmik; Pubd. by Print Service.

Cir. 1,050 Cc (PR 1,099).

INDIAN PRESS

English Quarterly; Re. 1; Add. I.E.N.S. Bldg., Rafi Marg, New Delhi-1.

Ad. Rates On application.

Mech. Data Pages 60 to 76; Size 24 cms. x 17.5 cms.; Print area 19 cms. x 12.7 cms.; n.c. 1; c. 1. 19 cms.; c.w. 12.7 cms.; Screen 120; Blocks and Stereos accepted.

Gen. Inf. Ed. R. D. Seth; Pubd. by Indian & Eastern Newspaper Society; Policy: Devoted to information about Newspapers, Advertising & Journalism.

Cir. PR 918.

INFA PRESS AND ADVERTISERS YEAR BOOK

English Annual; Rs. 25. Add. Jeevan Deep Bldg., Parliament St., New Delhi-1; Grams: INFAPUB; Phones 43096-7-8.

Ad. Rates Inside Front Cover Rs. 1,000; Outside Back cover Rs. 1,000; Opening Pg. Rs. 850; Inside Back cover Rs. 750; F. Pg. Rs. 500, H. Pg. Rs. 300; Strips (10.50 cms. x 5 cms.) Rs. 200, Strips (10.50 cms. x 2.5 cms) Rs. 120; Fixed pos. 25% extra.

Mech. Data Pages 750; Size 21 cms. x 13.75 cms.; Print area 17.5 cms. x 10.5 cms.; n.c. 2; c.1. 17.5 cms.; c.w. 5.2 cms.; Screen 100; Blocks and Mats accepted.

Gen. Inf. Estd. 1961; Ed-in-Chief Durga Das; Ad. Mgr. Arjun Dev.; Pubd. by INFA Publications; Policy; Media rates and data.

Cir. 2,000.

PLANNED SELLING

English Monthly; Rs. 2.50; Add. Jay Mahal, 'A' Rd., Churchgate, Bombay-1 (Mh.).

Ad. Rates Ord. pos.: F. Pg. Rs. 375, H. Pg. Rs. 225, Qr. Pg. Rs. 125 insertion, Panels Rs. 750 per year; Cm. rate on 2 col.-pg. Rs. 12 s.c.cm.; on 3 col.-Pg. Rs. 8 s.c.cm.; Company Notices etc. on

3 col.-Pg. Rs. 10 s.c.cm.; Guaranteed pos. 33.33% extra; Colour ads. 33.33% extra for each colour; Cover Pages: Front cover Rs. 1,000, Back cover Rs. 850, Inside Front Rs. 750, Inside Back Rs. 650 per insertion; Other spl. pos. rates on application.

Mech. Data Pages 36 to 40; Size 27.5 cms. x 21.25 cms.; Print area 23.75 cms. x 17.5 cms.; n.c. 2 and 3; c. 1. 23.75 cms.; c.w. 8.75 cms. or 5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Mg. Ed. Prem Datta; Policy: Devoted to Marketing, Sales Management & Advertising.

Cir. 5,000 Cc (PR Not available).

ARCHITECTURE & BUILDING

English

DESIGN

English Monthly; Rs. 1.25 (yearly subs. Rs. 12); Add. Builders Publications of India Pvt. Ltd., 11 Ratendon Road, New Delhi-1; Grams: BUILDINDIA; Phone 617981.

Ad. Rates F. Pg. Rd. 325, H. Pg. Rs. 180 per insertion; Inside cover Rs. 400, Back cover Rs. 500 per insertion; Series discounts of 10% & 5% for 12 & 6. insertions respectively.

Mech. Data Pages 48; Size 27.5 cms. x 21.25 cms.; Print area 22.5 cms. x 18.75 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.75 cms.; Screen upto 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. Patwant Singh; Ad. Mgr. R. Kharwa; Policy: Devoted to design & interior decoration, architecture, etc.

Cir. 2,300 Cc (PR 2,000).

INDIAN ARCHITECT

English Monthly; Rs. 2; Add. B-50 Defence Colony, New Delhi-5; Phone 76757.

Ad. Rates Ord. F. Pg. Rs. 275, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion; Cover Pgs.: 2nd cover Rs. 325, 3rd cover Rs. 350, 4th cover Rs. 500 (in 2 colours);

Contract 5% & 10% discount on 6 & 12 insertions respectively.

Mech. Data Pages 40; Size 27.94 cms. x 21.59 cms.; Print area 22.86 cms. x 19.05 n.c. 2; c. 1. 22.86 cms.; c.w. 8.89 cms.; Screen 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. D. N. Dhar; Pub. (Mrs.) K. Dhar; Policy: Devoted to advancement of architecture.

Cir. PR 1,025.

INDIAN BUILDER

English Monthly; Rs. 2 (yearly subs. Rs. 20); Add. Builders Publications of India Pvt. Ltd., 11 Ratendon Rd., New Delhi-11; Grams: BUILDINDIA; Phone 617981.

Ad. Rates F. Pg. Rs. 275, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion; Inside Front & inside Back covers Rs. 375 each; Outside back cover Rs. 425 per insertion; Series discounts of 5% & 10% for Contract of 6 & 12 insertions respectively.

Mech. Data Pages 60; Size 27.5 cms. x 21.25 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.5 cms.; Screen 120; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1953; Ed. Patwant Singh; Ad. Mgr. Jagdish K. Dewan; Pubd. by Builders Publications of India Pvt. Ltd.; Policy: Devoted to promotion of Building Industry.

Cir. 2,000 Cc (PR 1,500).

INDIAN CONCRETE JOURNAL

English Monthly; (yearly subs. Rs. 18, Foreign, Rs. 24); Add. Cement House, 121 Queen's Rd., Bombay-1 (Mh.); Grams: CEMPUB; Phones 242001 (4 lines).

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 90 per insertion; Panel Rs. 50, Inside Front cover Rs. 375, Inside Back cover Rs. 350 per insertion; Colour ads. Rs. 125 extra for each colour; Series discount of 5% for Contract of 12 insertions.

Mech. Data Pages 80; Size 29.7 cms. x 21 cms.; Print area 25 cms. x 17.5 cms.;

n.c. 2; c. 1. 25 cms.; c.w. 8.5. cms.; Screen 90; Mats and Stereos accepted.

Gen. Inf. Ed. K. K. Nambiar; Mgr. M. H. Engineer; Publicity & P. R. M. Cement Marketing Co. of India Ltd.; Policy: Devoted to promotion of Building Trade & Concrete Construction.

Cir. 5,500 Cc (PR 4,473).

JOURNAL OF THE INDIAN INSTITUTE OF ARCHITECTS

English Quarterly; Rs. 2.50; Add. Prospect Chambers Annexe, Dr. D. N. Rd., Fort, Bombay-1 (Mh.).

Ad. Rates Ord. F. Pg. Rs. 250, H. Pg. Rs. 150; Contract for a min. of 4 F. Pgs. during a year Rs. 225; for a min. of 4 H. Pgs. during a year Rs. 135; Spl. pos. Contract Back cover Rs. 450, 2nd cover Rs. 350, 3rd cover Rs. 350; 10% extra for Bleed; 50% extra for every additional colour.

Mech. Data Size 22.5 cms. x 18.75 cms.; Print area 15 cms. x 20 cms.; Screen 80 to 133; Mats and Stereos accepted.

Gen. Inf. Eds. (Smt.) Vina Mody & C. M. Correa; Pub. M. Largo Afonso for and on behalf of the Indian Institute of Architects.

Cir. Not available.

AUTOMOBILES

English

AUTO AGE

English Bi-monthly; Re. 1; Add. 60 Lake Place, Suite 9, Calcutta-29 (Ben.); Phone 46-1740.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 175, Qr. Pg. Rs. 90 per insertion; Front cover Rs. 600; 2nd, 3rd & Back covers Rs. 525 each per insertion; Casual Rs. 5.20 s. c. cm.

Mech. Data Pages 100; Size 27 cms. x 20 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5. cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. A. Shyam; Ad. Mgr. K. P. Das; Policy: Devoted to Pro-

Selective Advertising Means

RICH DIVIDEND

Northern Railway Offers You

Valuable Sites

At

Railway Stations

For

Hoardings,

Posters,

Neon Signs etc.

For Full Particulars Write to :

Public Relations Officer

NORTHERN RAILWAY

STATE ENTRY ROAD

NEW. DELHI

blems of Automobile, Aviation & Transport etc.

Cir. 2,000 Cc (PR 2,000).

AUTOMOBILE INDIA

English Monthly; 75P; Add. 3495 Nicholson Rd., Delhi-6; Grams: AUTOSEARCH; Phone 224768.

Ad. Rates Ord. F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 70; 1 col. Rs. 90 per insertion; Casual Rs. 5 s.c.cm.; Spl. pos. & cover Pg. rates on application.

Mech. Data Pages 100; Size 27 cms. x 22 cms.; Print area 23 cms. x 19 cms.; n.c. 3; c. 1. 23 cms.; c.w. 6 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. & Pub. B. D. Garg; Policy; Promotion of Automobile; Member: IENS & AINEC.

Cir. 5,561 Cc (PR 5,563).

AUTOMOBILE NEWS

English Monthly; Rs. 1.50; Add. Ama House, 1 Arthur Bunder Rd., Colaba, Bombay-5 (Mh.), Grams: MOTORCAR; Phone 211841.

Ad. Rates Ord. F. Pg. Rs. 350, H. Pg. Rs. 200, 1 col. Rs. 100 per insertion; Casual Rs. 7.20 s.c.cm.; Cover Pgs. Front cover Rs. 1,200; Back cover (2 colours) Rs. 850; Inside Front & Back Rs. 450 each per insertion.

Mech. Data Pages 72; Size 27.5 cms. x 22.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms.; Screen 100; Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. Kishu Gidwaney; Ad. Mgr. H. S. Mirchandani; Policy: Independent, devoted to the Automobile Industry.

Cir. 3,500 (PR Not available).

AUTOMOBILE REPORTER

English Monthly; 50P; (yearly subs. Rs. 5); Add. 221, Kamla Market, New Delhi; Phone 271642.

Ad. Rates Front cover (in 2 or 3 colours) Rs. 700; Back cover (in 2 or 3 colours) Rs. 500, Front inside cover Rs. 400, Back Inside cover Rs. 350, 3rd Pg. Rs. 300, F. Pg. Rs. 250, H. Pg. Rs. 130, 1/3 Pg. Rs. 90, Qr. Pg. Rs. 70; Panel Rs. 35.

Mech. Data Pages 60 to 80; Size 28 cms. x 22 cms.; Printed area 21 cms. x 18 cms.; n.c. 3; Printed on art paper; Blocks, Stereos and Mats accepted; Screen 85.

Gen. Inf. Estd. 1960; Ed. S. K. Bhatia.

Cir. Not available.

AUTO SPARK

ABC

English Monthly; Re.1; Add. 457 Sardar Vallabhbhai Patel Rd., Bombay-4 (Mh.); Grams: SERVALL; Phone 39706.

Ad. Rates Ord. F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 75, 1 col. Rs. 100, 1/2 col. Rs. 54 per insertion; Casual Rs. 4.80 s.c.cm.; Cover Pgs. Front cover (2 or 3 colours) Rs. 750, Back cover (2 or 3 colours) Rs. 600, Inside Front (1 or 2 colours) Rs. 450, Inside Back (1 or 2 colours) Rs. 400 per insertion.

Mech. Data Pages 140; Size 24.94 cms. x 21.59 cms.; Print area 22.86 cms. x 18.29 cms.; n.c. 3; c. 1. 22.86 cms.; c.w. 5.59 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. & Pub. Ram Lal Vats; Policy: Devoted to Transport Industry & Trade.

Cir. ABC (July-Dec. 64) Not available (PR 3,505)

CYCLING AND MOTOR CYCLING

English Monthly; 25P; Add. Ama House, 1 Arthur Bunder Rd., Colaba, Bombay-5 (Mh.); Grams: MOTORCAR; Phone 211841.

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg. Rs. 85, Qr. Pg. Rs. 50 per insertion; Casual Rs. 6 s.c.cm.; Spl. pos. & cover Pg. rates on application.

Mech. Data Pages 36; Size 22 cms. x 14 cms.; Print area 18.5 cms. x 11.25 cms.; c. 1. 18.5 cms.; c.w. 5 cms.; Screen 100; Mats and Stereos accepted.

Gen. Inf. Ed. & Pub. Kishu Gidwaney; Mgr. H. S. Mirchandani; Policy: Devoted to Cycling & Motor Cycling Industry.

Cir. 2,000 Cc (PR Not available).

MOTORINDIA

English Monthly; Re. 1; Add. 5A/147 Mount Rd., Madras-6; Grams: GOPALIS; Phone 82587.

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 150, F. col. Rs. 100, Qr. Pg. Rs. 80 per insertion; Casual Rs. 4.80 s.c.cm.; Cover Pgs.: Front cover Rs. 600, Back cover Rs. 500, 2nd or 3rd cover Rs. 400 each per insertion; Rs. 100 extra for each additional colour.

Mech. Data Pages 80; Size 28 cms. x 22 cms.; F. Pg. 24 cms. x 18 cms.; H. Pg. 12 cms. x 18 cms.; or 24 cms. x 9 cms.; F. col. 24 cms. x 5.5 cms.; Screen over 100; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1956; Ed. M. Rajagopalan; Gen. Mgr. K. Venkataraman; Ad. Mgr. U. Swaminathan; Pubd. by Gopali & Co.; Policy: Devoted to Transport; Member: AINEC.

Cir. 3,900 Cc (PR 2,608).

MOTORIST

Formerly the Automobile Magazine of India; English Monthly; Add. Ama House, 1, Arthur Bunder Rd., Colaba, Bombay-5 (Mh.); Grams: MOTOR-CAR; Phone 211841.

Ad. Rates Ord. pos. F. Pg. Rs. 350, H. Pg. Rs. 200, Qr. Pg. Rs. 125 per insertion; Casual Rs. 7.20 s.c.cm.; Cover Pgs.: Front cover (2 colours) Rs. 1,200, Back cover (1 colour) Rs. 850, 1st & 2nd inside covers (1 colour) Rs. 450 each per insertion.

Mech. Data Pages 44; Size 27.5 cms. x 22.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3. c. 1. 22.5 cms.; c.w. 5.5 cms.; Screen 100; Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. Kishu Gidwaney; Mgr. H. S. Mirchandani; Policy: Devoted to the Automobile Industry, accredited organ of A.A.E.I., U.P.A.A., Road Bldg., Safety, Short stories and general items.

Cir. 3,500 Cc (PR Not available).

TWO WHEELER

English Monthly; 75P; Add. 3495 Nicholson Rd., Delhi-6; Grams: AUTOSEARCH; Phone 224768.

Ad. Rates Ord. pos. F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45, 1 col. Rs. 60 per insertion; Casual Rs. 3 s.c.cm.; Spl. pos. rates on application.

Mech. Data Pages 80; Size 28 cms. x 23 cms.; Print area 23 cms. x 18 cms.; n.c. 3; c. 1. 23 cms.; c.w. 6 cms.; Screen 100; Mats and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. & Pub. B. D. Garg; Policy: Promotion of Cycling Motor Cycling.

Cir. 4,535 Cc (PR 4,571).

UPPER INDIA MOTORIST ABC English Monthly; 25P; Add. 14-F Connaught Place, New Delhi; Grams: AUTONORIN; Phones 47565 & 42063.

Ad. Rates Casual Rs. 6 s.c.cm.; Contract 4.80 s.c.cm.; Pg. rate: Casual F. Pg. Rs. 350, H. Pg. Rs. 175, Qr. Pg. Rs. 90; Contract: F. Pg. Rs. 300, H. Pg. Rs. 150, Qr. Pg. Rs. 75; Front cover (3 colours) Rs. 800; Contract Rs. 700; Back cover (2 colours) Rs. 600; Contract Rs. 500; Inside cover (2 colours) Rs. 500; Contract Rs. 400; min. Contract 6 insertions per year; Additional charges per colour 33%.

Mech. Data Pages 32; Size 27.5 cms. x 21 cms.; Print area 23 cms. x 17.5 cms.; n.c. 3; c. 1. 23 cms.; c.w. 5.6 cms.; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1954; Ed. Ram Das; Ad. Mgr. (Miss) J. K. Sandhu; Policy: Non-commercial, Non-political, Promotion of Motorists' interests, Tourism, Driving, Road safety etc.

Cir. ABC (July-Dec. '64) 8,492 (PR 7,984).

Language**MOTOR**

Tamil Monthly; 50P; Add. 5A/147 Mount Rd., Madras-6; Grams: GOPALIS; Phone 82587.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 50, 1/8 Pg. Rs. 25 per insertion; Extra colour Rs. 50 each.

Mech. Data Pages 56; Size 24 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. M. Rajagopalan; Gen. Mgr. K. Venkataraman; Ad. Mgr. S. G. Sankaran; Pubd. by Gopali & Co.; Policy: Devoted to Road Transport.

Cir. 3,100 (PR 1,900).

AVIATION

English

AIR & SPACE AGE

English Monthly; Re. 1; Add. Mehta House, Appollo St., Fort, Bombay-1 (Mh.); Grams: ELECTROLUX; Phone 254898.

Ad. Rates F. Pg. Rs. 400, H. Pg. Rs. 225 per insertion; Extra charge per colour per Pg. Rs. 100; Covers: Back cover Rs. 750; Front inside cover Rs. 700, Back inside cover Rs. 600, Centre spread Rs. 1,000 per insertion.

Mech. Data Pages 28; Size 28 cms. x 21.5 cms.; Print area 24 cms. x 18.5 cms.; n. c. 3; c. 1. 24 cms.; c.w. 6 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. M. J. B. Maneckji; Ad. Mgr. (Miss) A. N. Sethana; Pubd. by Maneckji Publications; Policy: Devoted to Aviation & Space and inculcating air-mindedness amongst the readers.

Cir. 3,000 Cc (PR 1,900).

ASIAN & INDIAN SKYWAYS

Formerly Indian Skyways; English Monthly; Rs. 1.50; Add. Gandhigram Rd., Juhu, Bombay-54 (Mh.); Grams: INDSKYS; Phone 572755.

Ad. Rates On application.

Mech. Data Size (for bleed off) 31.75 cms. x 24.76 cms.; Print area 26.67 cms. x 21.59 cms.; n.c. 4; c. 1. 26.67 cms; c.w. 5.08 cms.; Screen 100 to 133; Mats and Stereos accepted.

Gen. Inf. Estd. 1947; Mg. Ed. K.K. Anchan; Pubd. by Aeronautical Publications of India Pvt. Ltd.; Policy: Dedicated to the advancement of aviation in

all branches throughout Asia and India in particular.

Cir. PR 1,500.

AVIATION DIRECTORY OF ASIA

English Annual; Rs. 12.50; Add. Gandhigram Rd., Juhu, Bombay-54 (Mh.); Grams: INDSKYS; Phone 572755.

Ad. Rates Ord. pos. F. Pg. Rs. 400. H. Pg. Rs. 220 per insertion; Inside Front cover double spread Rs. 1,200 Inside Back cover double spread Rs. 750 per insertion; strip at bottom 3.7 cms. x 10.16 cms. Rs. 100; Additional strip Rs. 80 per insertion.

Mech. Data. Print area 17.78 cms. x 11.43 cms.; n.c. 1; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Mg. Ed. K.K. Anchan; Pubd. by Aeronautical Publications of India Pvt. Ltd.

Cir. PR 1,000.

INDIAN AVIATION

English Monthly; Re. 1 (yearly subs. Rs. 10); Add. 13 Ezra Mansions, P.O. Box No. 2361, Calcutta-1 (Ben.); Grams: RAILGAZETT; Phone 23-4971.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 180, Or. Pg. Rs. 125 per insertion; Casual Rs. 6 s.c.m.; Series discounts of 5% for 6 insertions & 10% for 12 insertions in a year; Spl. pos. rates on application.

Mech. Data Pages 40; Size 27.5 cms. x 22. cms.; Print area 22.5 cms. x 17.5 cms. n.c. 2 & 3; c. 1. 22.5 cms.; c.w. 8.5 cms. & 5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1927; Ed. A. Sen; Ad. Mgr. R. L. Saraogi; Pubd. by Thorne's Pvt. Ltd.; Policy: Devoted to Aviation.

Cir. 5,760 Cc (PR Not available).

JOURNAL OF THE AERONAUTICAL SOCIETY OF INDIA

English Quarterly; Rs. 1.50; Add. 13-B Indraprastha Estate, New Delhi.

Ad. Rates F. Pg. Rs. 150 per insertion.

Mech. Data Pages 60; Size 24.5 cms. x 18 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. S. Ramamri-

tham (Hon. Secretary); Pubd. by Aeronautical Society of India.

Cir. 1,250 Cc (PR 342).

VIMANA SAMACHAR

House Magazine; English Quarterly; Re. 1 per yr. for employees; Add. Hindusthan Aeronautics Ltd., Bangalore Division, Bangalore (My.); Grams: AIRCRAFT.

Ad. Rates F. Pg. Rs. 150 per insertion.

Mech. Data Pages 32; Size 24 cms. x 19 cms.; Print area 15 cms. x 14 cms.; n.c. 2; c. 1. 15 cms.; c.w. 6.8 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Pubd. by Hindustan Aeronautics Ltd.

Cir. 5,000 Cc (PR Not available).

CEMENT AND CONCRETE

English

CEMENT & CONCRETE

English Quarterly; Rs. 2, (One year Subs.), Rs. 6, (2 year subs.) Rs. 10, (3 years subs.) Rs. 12; Add. Sahu Cement Service, P.N.B. House, 5 Parliament Street, New Delhi.

Ad. Rates Casual Back cover Rs. 200, Inside cover Rs. 160, F. Pg. Rs. 140, H. Pg. Rs. 80, Qr. Pg. Rs. 60 per insertion; Contract: Back cover Rs. 150, Inside cover Rs. 120, F. Pg. Rs. 110, H. Pg. Rs. 70 & Qr. Pg. Rs. 50 per insertion.

Mech. Data Print area 21 cms. x 14 cms.; Mats and Stereos accepted.

Gen. Inf. Estd. 1960; Ed. & Pub. A. P. Bagchi; Policy: Engineering & Technology.

Cir. 3,253 Cc (PR 3,727).

ADVERTISEMENT

A Statement by the Publisher

"Cement & Concrete" is a unique Quarterly Journal of the Concrete Industry catering to exclusive tastes. It presents

original articles based on research and experience and brings to the readers the latest developments in the field of concrete structures and technology and Civil Engineering in general. Special features include reviews of technical books, current literature from leading Journals and publications and reports on innovations and developments. Special Design Data Sheets and worked out examples under "Students' Corner" column are added attractions for the designer and the student.

An indispensable Journal for the engineer and the industrialist interested in up-to-the-minute information and ideas.

CERAMICS

English

CENTRAL GLASS AND CERAMIC RESEARCH INSTITUTE BULLETIN English Quarterly; (yearly subs. Rs. 8; Add. Central Glass & Ceramic Research Institute, Jadavpur, Calcutta-32 (Ben.); Gams: GLASCERCH; Phones 46-2301, 2, 3.

Ad. Rates Ord. F. Pg. Rs. 80, H. Pg. Rs. 50, Qr. Pg. Rs. 30 per insertion; Contract 4 insertions F. Pg. Rs. 275, H. Pg. Rs. 175, Qr. Pg. Rs. 100 (lot); Colour ads. Rs. 20 extra per colour per Pg.; Spl. pos. 2nd & 3rd covers Contract 4 insertions Rs. 400 & Rs. 350 (lot), 4th cover & facing contents Contract 4 insertions Rs. 500 (lot).

Mech. Data Pages 72; Size 24.5 cms. x 18.5 cms.; Print area 19.5 cms. x 15 cms.; n.c. 2; c. 1. 19.5 cms.; c.w. 7.25 cms.; Screen 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. (Dr.) R. L. Thakur; Pubd. by Central Glass & Ceramic Research Institute; Policy: A bulletin devoted to Research & Industry.

Cir. 800 Cc. (PR 7,50).

INDIAN CERAMICS

English Monthly; Re. 1; Add. 17 Sourin Roy Rd., Behala, Calcutta-34, (Ben.); Phone 45-3192.

Ad. Rates Casual: F. Pg. Rs. 100, H. Pg. Rs. 60; Contract: F. Pg. Rs. 75, H. Pg. Rs. 50; Casual; First cover Rs. 250, 2nd covr Rs. 150, 3rd cover Rs. 125, 4th cover Rs. 175; Contract First cover Rs. 200, 2nd cover Rs. 125, 3rd cover Rs. 100, 4th cover Rs. 150; Contract Rs. 100; colour ads. 30% extra for reach colour.

Mech. Data Pages 40; Print area 19 cms. x 15 cms.; n.c. 2; c. 1. 19 cms.; c.w. 7.5 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1938 as Quarterly & 1954 Monthly; Mg. Ed. S. N. Roy; Ad. Mgr. R. B. Bhattacharya; Policy: Advancement of Ceramic industries & allied products.

Cir. 1,250 Cc

CHEMICALS

English

CHEMICAL AGE OF INDIA

English Monthly; Add. Udyog Bhawan, Wittet Rd., Ballard Estate, Bombay-1 (Mh.); Grams: KEMICALAGE; Phone 263641.

Ad. Rates Ord. F. Pg. Rs. 400 per insertion; Other pos. details on application.

Mech. Data Pages 150; Size 28.5 cms. x 22 cms.; Print area 22.5 cms. x 17.2 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.3 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. J. P. de Sousa; Ad. Mgr. Margaret de Sousa; Pubd. by the Technical Press Publications.

Cir. 3,500 (PR 1,050).

CHEMICAL INDUSTRY NEWS

English Monthly; Add. India Exchange, 8th Floor, Calcutta-1 (Ben.).

Ad. Rates Ord. Casual: F. Pg. Rs. 220, H. Pg. Rs. 125, Qr. Pg. Rs. 70 per insertion; Contrac; 6 insertions & over F. Pg. Rs. 200, H. Pg. Rs. 110, Qr. Pg. Rs. 60 per insertion; Colour ads. 25% extra.

Mech. Data Pages 56; Size 24.8 cms. x 19 cms.; Print area 20.3 cms. x 15.2 cms.; n.c. 2; c. 1. 20.3 cms.; c.w. 7 cms.; Screen 80 to 85; Mats and Stereos accepted.

Gen. Inf. Estd. 1956; Organ of Indian Chemical Manufacturers Association.

Cir 1,500 Cc (PR 6,62).

CHEMICAL WEEKLY

English Weekly; (yearly subs. Rs. 20); Add. 126, Dhuruwadi, off Nariman Rd., Bombay-28 (Mh.); Grams: Care PAINTIND; Phone 63509.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 90, 1/3rd Pg. Rs. 60.

Mech. Data Print area 22.50 cms. x 17.50 cms.; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Eds. R. V. Raghavan & K. S. S. Raghavan; Pubd. by Colour Publications Ltd.

Cir. 3,000 Cc (PR 4,609 uncertified).

INDIAN CHEMICAL DIRECTORY

English Annual; Rs. 15; Add. Udyog Bhawan, Wittet Rd., Bombay-1 (Mh.); Grams: KEMICALAGE; Phone 263641.

Ad. Rates Ord. Rs. 400 per insertion; Spl. pos. rates on application.

Mech. Data Pages 350; Size 28.5 cms. x 22.2 cms.; Print area 22.5 cms. x 17.2 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 8.3 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. J. P. de Sousa; Ad. Mgr. Margaret de Sousa; Pubd. by Technical Press Publications.

Cir. 2,500 Cc.

INDIAN CHEMICAL ENGINEER

English Quarterly; Rs. 3; Add. P.O. Box No. 17001, Raja Subodh Mullick Rd., Calcutta-32 (Ben.); Grams: ICHE; Phone 46-4771.

Ad. Rates Ord. pos. F. Pg. Rs. 300, H. Pg. Rs. 160, Qr. Pg. Rs. 90, per insertion; Cover pages Front cover Rs. 600, Back cover Rs. 450; Inside Front & Back Rs. 375 each per insertion.

*IN**INDIA'S**SERVICE*

With a heritage of over a century we lay claim to a creditable record of service in promoting India's economic development. The watchword is one of endeavour in the service of the Nation.

KILLICK INDUSTRIES LIMITED

Electricity : Cotton Textiles : Manganese : Coal :
Cement—Portland and White : Light Engineering :
Shipping : Import : Export : General Insurance :



“KILLICK HOUSE”.

HOME STREET, FORT,
B O M B A Y .

Mech. Data Pages 100; Size 28.75 cms. x 20.6 cms.; Print area 22.5 cms. x 16.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.25 cms.; Screen 80 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. (Dr.) G. S. Laddha; Pubd. by Indian Institute of Chemical Engineers; Policy: Devoted to Chemical Engineering.

Cir. 1,500 Cc (PR 1,500).

JOURNAL OF INDIAN CHEMICAL SOCIETY AND INDIAN JOURNAL OF APPLIED CHEMISTRY

English Monthly & Bi-Monthly; Add. 92 Acharya Prafulla Chandra Rd., Calcutta-9 (Ben.); Phone 353478.

Ad. Rates Ord. F. Pg. Rs. 60, H. Pg. Rs. 35, Qr. Pg. Rs. 20 per insertion; Back cover Rs. 125, 2nd & 3rd covers Rs. 100 each per insertion.

Mech. Data Pages 100; Size D/c 8 vo; Print area 21.5 cms. x 14 cms.; n.c. 1.; c. 1. 21.5 cms.; c.w. 14 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1924; Eds. Prof. R. C. Mehrotra & Dr. S. M. Mukherjee; Policy: Chemical research.

Cir. 2,000 Cc.

COCONUT

English

COCONUT BULLETIN

English Monthly; 20P; (yearly subs. Rs. 2); Add. Indian Central Coconut Committee, Ernakulam-1 (Ker.); Grams: COCONUTCOM; Phone 127.

Ad. Rates Casual F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 30 per insertion; Contract 6 months F. Pg. Rs. 90, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; Contract 12 months F. Pg. Rs. 80, H. Pg. Rs. 40, Qr. Pg. Rs. 22.50 per insertion; Casual Back cover Rs. 150, 6 insertions Rs. 140, 12 insertions Rs. 125 per insertion; Inside 2nd & 3rd covers Casual Rs. 120 each, 6 insertions Rs. 110 each, 12 insertions Rs. 100 each per insertion.

Mech. Data Pages 52; Size 24.13 cms. x 18.42 cms.; Print area 19.05 cms. x 13.97 cms.; n.c. 2; c. 1. 10.05 cms.; c.w. 6.35 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Ad. Mgr. P. S. Ponratnam; Pubd. by Indian Central Coconut Committee; Policy: Agricultural Publicity.

Cir. 10,000 Cc (PR Not available).

Language

NALIKERA BULLETIN

Malayalam Monthly; 10P; Add. Secretary, Indian Central Coconut Committee, Ernakulam-1 (Ker.); Grams: COCONUTCOM.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 125, Qr. Pg. Rs. 70 per insertion; Contract 6 months F. Pg. Rs. 225, H. Pg. Rs. 112.50, Qr. Pg. Rs. 60 per insertion; 12 months F. Pg. Rs. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 55 per insertion; Casual Cover Pages: Back cover Rs. 400, 6 insertions Rs. 375, 12 insertions Rs. 350 per insertion; Casual 2nd & 3rd inside covers Rs. 300 each per insertion; 6 months Rs. 275 each & 12 months Rs. 250 each per insertion.

Mech. Data Pages 40; Size 24.13 cms. x 18.42 cms.; Print area 19.05 cms. x 13.97 cms.; n.c. 2; c. 1. 19.05 cms.; c.w. 6.35 cms.; Screen 60 to 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Ad. Mgr. P. S. Ponratnam; Policy: Coconut Agricultural Publicity.

Cir. 15,000 Cc (PR Not available).

THENGINA BULLETIN

Kannada Monthly; 10P; (yearly subs. Re. 1) Add. Indian Central Coconut Committee, Ernakulam-1 (Ker.); Grams: COCONUTCOM; Phone 127.

Ad. Rates Casual F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 30 per insertion; Contract 6 months F. Pg. Rs. 90; H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; 12 months F. Pg. Rs. 80, H. Pg. Rs. 40, Qr. Pg. Rs. 22.50 per insertion; Casual Back cover Rs. 150, 6 months Rs. 140, 1 year Rs. 125 per insertion; Casual Inside 2nd & 3rd covers Rs. 120,

6 months Rs. 110, 12 months Rs. 110 per insertion.

Mech. Data Pages 32; Size 24.13 cms. x 18.42 cms.; Print area 19.05 cms. x 13.97 cms.; n.c. 2; c. 1. 19.05 cms.; c.w. 6.35 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. & Ad. Mgr. P. S. Ponratnam; Pubd. by Indian Central Coconut Committee; Policy: Agricultural Publicity.

Cir. 5,000 Cc.

COFFEE & TEA

English

ASSAM DIRECTORY & TEA AREAS HANDBOOK

English Annual; Rs. 10; Add. 29 Waterloo St., Calcutta (Ben.); Grams: SYLASSCAR; Phone 23-2251.

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg. Rs. 85, Qr. Pg. Rs. 50 per insertion; Strip (13.75 cms. x 2.50 cms.) Rs. 25 per insertion.

Mech. Data Print area 21.5 cms. x 13.75 cms.; n.c. 1; c. 1. 21.5 cms.; c.w. 13.75 cms.; Screen 80; Mats and Stereos accepted.

Gen. Inf. Ed. & Pub. J. N. Banerjee; Policy: Directory for State of Assam with all information.

Cir. PR 1,670.

ASSAM REVIEW & TEA NEWS

English Monthly; Rs. 1.25; Add. 29 Waterloo St., Calcutta-1 (Ben.); Grams: SYLASSCAR; Phone 23-2251.

Ad. Rates Casual F. Pg. Rs. 165, H. Pg. Rs. 96, Qr. Pg. Rs. 60; Panels (2 colours) Rs. 44; Contract 3 insertions F. Pg. Rs. 155; H. Pg. Rs. 90, Qr. Pg. Rs. 56; Panel (2 colours) Rs. 40; Contract 6 insertions F. Pg. Rs. 145, H. Pg. Rs. 84, Qr. Pg. Rs. 52; Panel (2 colours) Contract Rs. 36; 12 insertions R. Pg. Rs. 137.50, H. Pg. Rs. 78, Qr. Pg. Rs. 48; Panel (2 colours) Rs. 32 per insertion.

Mech. Data Pages 72; Size 24.5 cms. x 15 cms.; Print area 20 cms. x 11.25 cms.; n.c. 2; c. 1. 20 cms.; c.w. 5.5 cms.; Screen 80; Mats and Stereos accepted.

Gen. Inf. Estd. 1924; Ed. & Pub. J. N. Banerjee; Ad. Mgr. N. Nandy; Policy: Promotion of Tea Industry.

Cir. PR 1,090.

ASSAM TEA PLANTERS ASSOCIATION MONTHLY BULLETIN

English Monthly; Re. 1; Add. P. 8 Mission Row Extn., Calcutta-1 (Ben.); Grams: TIKANOL; Phone 23-2501/5.

Ad. Rates On application.

Mech. Data Pages 24; Size 22.86 cms. x 17.7 cms.; Print area 17.78 cms. x 15.24 cms.; n.c. 2; c. 1. 17.78 cms.; c.w. 7.62 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. Amulya Bhattacharjee; Ad. Mgr. A. Bhattacharjee; Policy: Circulation of tea news.

Cir. Not available.

CHA-KI-BAT

English Weekly; 50P; Add. 62 Ballygunge, Circular Rd., Calcutta-19 (Ben.); Grams: CHABHARAT; Phones 473346-70.

Ad. Rates Casual F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30, 1/8 Pg. Rs. 15 per insertion; Series discounts 5 to 10 insertions 6-1/4%, 11 to 15 insertions 9-3/8%, 16 to 20 insertions 12 1/2%, 21 to 30 insertions 15%, 31 to 50 insertions 25%.

Mech. Data Pages 36; Size 27.77 cms. x 21.59 cms.; Print area 27 cms. x 21 cms.; n.c. 1; Screen 65 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. G. S. Mundra; Pubd. by Bhartiya Cha Parishad.

Cir. 700 Cc (PR 750).

INDIAN COFFEE

English Monthly; (Also pubd. in Kannada, Tamil & Malayalam); Add. Bangalore-1 (My.); Grams: INDCOF; Phone 22266.

Ad. Rates F. Pg. Rs. 60, H. Pg. Rs. 35, Qr. Pg. Rs. 20 per insertion; Back cover

Rs. 100, Inside cover Rs. 85; Pg. facing inside cover Rs. 75, Inside reading matter Rs. 75, Pg. facing editl. Rs. 75; Leaflets insets Rs. 100 (Kannada or Tamil or Malayalam editions); Ord. F. Pg. Rs. 40, H. Pg. Rs. 25, Qr. Pg. Rs. 15 per insertion each; Back cover Rs. 60; Inside cover Rs. 50 per insertion each; Series discounts of 10% & 5% on 12 and 6 insertions respectively for prepayment.

Mech. Data Pages 72 to 80; Size 27.50 cms. x 22 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.50 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937; Ed. A. N. Balaram; Pubd. by Coffee Board.

Cir. 3,000 Cc (PR 2,367).

ELECTRICAL

English

ELECTRICAL INDIA

English Monthly; Rs. 2, (yearly subs. Rs. 20); Add. 14 Sida Prasad, Ghatkopar Mahal Rd., Chembur, Bombay-71, City Office: 18, Military Square Lane, Kalaghoda, Bombay-1 (Mh.); Phone 251636.

Ad. Rates Ord. F. Pg. Rs. 350, H. Pg. Rs. 200, Qr. Pg. Rs. 100 per insertion; Panels: 8 panels to a Pg. Rs. 50 per panel; Cover Pgs.: Front cover in 2 colours Rs. 600, Back cover in 2 colours Rs. 500, Inside Front cover Rs. 450 per insertion.

Mech. Data Size 27.5 cms. x 21.87 cms.; Print area 23.75 cms. x 17.5 cms.; n.c. 2; c. 1. 23.75 cms.; c.w. 8.73 cms.; Screen 100; Stereos and Blocks accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. S. T. Chary; Policy: Devoted to Electrical Industry, Trade, Engineering & Technology; Official Organ of The Indian Electrical Manufacturers Association.

Cir. 3,000 Cc (PR Not available).

INDIAN ELECTRICAL CONTRACTOR

English Monthly; Re. 1; Add. 75, New Stock Exchange Bldg., Apollo St., Fort, Bombay-1 (Mh.); Phone 252020.

Ad. Rates Ord. F. Pg. Rs. 175, H. Pg. Rs. 90, Qr. Pg. Rs. 50 per insertion; Covers: Front cover 2 colours Rs. 350, Back cover 2 colours Rs. 300, 2nd cover 1 colour Rs. 200, 3rd cover 1 colour Rs. 165 per insertion; Series discounts of 5% & 10% for 5 to 6 & 7 to 12 insertions, respectively.

Mech. Data Pages 48 to 56; Size 24 cms. x 19 cms.; Print area 21.5 cms. x 15 cms.; n.c. 2; c. 1. 21.5 cms.; c.w. 7.5 cms.; Screen (inside) 100, (cover) 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. A. V. Misquitta; Ad. Mgr. S. Mendonza; Policy: Promotion of Electrical & Allied Industries.

Cir. 3,500 Cc (PR Not available).

INDIAN ELECTRICAL NEWS

English Monthly; yearly subs. Rs.6; add. 31 Tribhuvan Rd., Bombay-4 (Mh.) Grams: ELLORAT; Phone 22051;

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40 per insertion; Cover Pgs.: Front cover 3 colours Rs. 400, 2 colours Rs. 300; Last cover 3 colours Rs. 300, 2 colours Rs. 250; 2nd & 3rd covers F. Pg. Rs. 200 each, H. Pg. Rs. 120 each per insertion.

Mech. Data Pages 36 to 44; Size 24 cms. x 18 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen (inside) 80, (cover) 133; Mats and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. A. K. Choksi; Pub. C. K. Choksi; Policy: Devoted to promoting electrical trade & industry.

Cir. 2,200 Cc (PR 1,850).

INDIAN ELECTRICAL YEAR BOOK

English Annual; Rs. 15; Add. 75 New Stock Exchange Bldg., Apollo St., Fort, Bombay-1 (Mh.); Phone 252020.

Ad. Rates Ord. F. Pg. Rs. 275, H. Pg. Rs. 150, Qr. Pg. Rs. 85 per insertion; Covers: Front cover Rs. 800, 4th cover Rs. 700, 2nd cover Rs. 550, 3rd cover Rs. 400 per insertion; other spl. pos. & colour ad. rates on request.

Mech. Data Pages 500; Size 24 cms. x 19 cms.; Print area 20.5 cms. x 15 cms.;

n.c. 2; c. 1. 20.5 cms.; c.w. 7.5 cms.;
Screen 120; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. M. Largo-Afonso;
Ad. Mgr. S. Mendonza; Policy: Promo-
tion of Electrical Industry & Trade.

Cir. 5,000 Cc (PR Not available).

ENGINEERING

English

BULLETIN OF THE INSTITUTION OF ENGINEERS (INDIA)

English Monthly; Add. 8 Gokhale Rd.,
Calcutta-20 (Ben.); Grams: ENJOIND:
Phones 47-4344 (3 lines).

Ad. Rates Ord. pos. F. Pg. Rs. 350, H.
Pg. Rs. 200 per insertion; Other Spl.
pos. & colour ad. rates on application.

Mech. Data Size 24 cms. x 14.5 cms.;
Print area 20 cms. x 12 cms.; c. 1. 20
cms.; c.w. 12 cms.; Screen 80 to 100;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1920; Pubd. by the Insti-
tution of Engineers (India); Policy:
Issued as supplement to the Journal of
the Institution of Engineers (India),
containing technical articles of general
interest, Institution news & activities,
& Employment services, etc.

Cir. 48,000 Cc (PR Not available).

CURRENT ENGINEERING PRACTICE.

English Monthly; yearly subs.
Rs. 25; Add. India House, Opp. G.P.
O., P. Box No. 1374, Bombay-1 (Mh.)

Ad. Rates F. Pg. Rs. 275, H. Pg. Rs. 150,
Qr. Pg. Rs. 80 per insertion; Cover Pgs.:
1st cover Rs. 450, 2nd cover Rs. 375, 3rd
cover Rs. 375, 4th cover Rs. 425 for
insertion; 5% & 10% series discounts
for 6 and 12 insertions respectively.

Mech. Data Pages 60 to 70; Size 27.94
cms. x 20.95 cms.; Print area 25.40 cms.
x 18.41 cms.; n.c. 2; c. 1. 22.86 cms.;
c.w. 7.62 cms.; Screen 80 to 100;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. K. Jankira-
man; Pubd. by Current Technical

Literature Co. (Pvt.) Ltd.; Policy: To
keep the engineering profession up to
date with modern technical know-
ledge.

Cir. 5,000 Cc (PR 492).

ENGINEER

English Quarterly; Rs. 1.50 (members
half rate); Add. Commissariat Bldg.,
5th Floor, 231 Dr. Dadabhoy Naoroji
Rd. Fort, Bombay-1 (Mh.); Grams:
RAILMAGS; Phone 264300.

Ad. Rates Ord. pos. F. Pg. Rs. 250,
H. Pg. Rs. 140 per insertion; Reading
matter pos. F. Pg. Rs. 300, H. Pg.
Rs. 175 per insertion; Casual Rs. 5.60
s.c.cm.; Cover Pgs.: Back cover Rs. 500,
2nd cover Rs. 400, 3rd cover Rs. 350
per insertion; Other spl. pos. rates on
application.

Mech. Data Size 28 cms. x 23 cms.;
Print area 24 cms. x 19 cms.; n.c. 2;
c. 1. 24 cms.; c.w. 8.5 cms.; Screen 85;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1917; Ed. H. M. Desai;
Mgr. L. A. Miranda; Pubd. by
Mechanical Engineers' Association of
India; Policy: Devoted to Engineering
Technology in all branches of Engineer-
ing.

Cir. 3,430 Cc (PR Not available).

ENGINEERING CHRONICLE

English Monthly; Re. 1; Add. 3-D,
Garstin Place, 2nd Floor, Calcutta-1
(Ben.); Phones 23-7920 & 23-3353.

Ad. Rates F. Pg. Rs. 200, H. Pg.
Rs. 120, Qr. Pg. Rs. 60 per insertion;
Back cover Rs. 300, Inside covers Rs.
250 each per insertion.

Mech. Data Pages 40; Size 26.25 cms. x
21.25 cms.; Print area 22.5 cms. x 17.5
cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8 cms.;
Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. C.V.S.
Mani; Ad. Mgr. C. Wood; Policy:
Devoted to Engineering progress.

Cir. 4,000 Cc (PR 3,700).

ENGINEERING INDUSTRIES AND TRADE JOURNAL

English Monthly; Add. Parshuram

Bldg., Sayajiganj, Baroda (Guj.);
Grams: EXPORTRADE; Phone 4158.

Ad. Rates Ord. F.Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 80 per insertion; Series discounts of 10% & 15% for 6 & 12 insertions.

Mech. Data Size 24 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. C. M. Pandit; Policy: Devoted to Engineering Technology, Industries & Trade.

Cir. 4,500 Cc (PR 1,167).

ENGINEERING NEWS OF INDIA

English Monthly; Re. 1; Add. India Exchange, Calcutta-1 (Ben.).

Ad. Rates F. Pg. Rs. 250, H. Pg. Rs. 150, 2/3 Pg. Rs. 200, 1/3 Pg. Rs. 125, Qr. Pg. Rs. 100, & 1/8 Pg. Rs. 75 per insertion; Series discounts at 5% & 10% for Contract upto 6 insertions & 12 insertions respectively.

Mech. Data Pages 56 to 60; Size 27.92 cms. x 22.23 cms.; Print area 22.23 cms. x 18.52 cms.; n.c. 2 & 3; c. 1. 22.23 cms.; c.w. 5.08 cms. & 8.8 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Mg. Ed. D. K. Sinha; Tech. Ed. T. R. Gupta; Ad. Mgr. D. K. Sinha; Pubd. by Engineering Association of India.

Cir. 3,000 Cc (PR 1,172).

ENGINEERING TIMES & FOUNDRY NEWS

English Monthly; Re. 1, (Annual Subs. 2 yrs., Rs. 8, 3 yrs. Rs. 12); Add.: Engineering Times Publications Pvt. Ltd., Wachel Moola Mansions, Calcutta-13 (Ben.); Phone 23-3657.

Ad. Rates F. Pg. Rs. 375, H. Pg. Rs. 225, Qr. Pg. Rs. 115 per insertion.

Mech. Data Print area 23 cms. x 18 cms.; n.c. 3; c. 1. 23 cms.; c.w. 6 cms.; Screen

85; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1958; Ed.-in-Ch. E. H. Tippoo, Ed. P. C. Bonnerjee.

Cir. 3,500 Cc (PR 1,900).

INDIAN AND EASTERN ENGINEER

English Monthly; Rs. 2; Add. Sohrab House, 235 Dr. D. Naoroji Rd., Bombay-1 (Mh.); Grams: ENGINEAUTO; Phone 261322.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 180, Qr. Pg. Rs. 90, 1/8 Pg. Rs. 60 per insertion; Colour ads. 25% extra for each colour; Spl. pos. including facing edtl. 25% extra; Series discounts at 15% & 10% respectively for 6 & 12 insertions; Other details on application.

Mech. Data Pages 110; Size 27.9 cms. x 21.6 cms.; Print area 24.1 cms. x 17.17 cms.; n.c. 2; c. 1. 24.1 cms.; c.w. 8.57 cms.; Screen 75; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1858; Eds. Mick P.N. de Souza & S.K. Ghaswala; Ad. Mgr. A.S. Chaves; Pubd. by the Indian & Eastern Engineer Co. Ltd.

Cir. 5,500 Cc (PR Not available).

INDIAN ENGINEER

English Monthly; Rs. 2; Add. 5, Clive Row, 3rd Floor, Room No. 69, Calcutta -1(Ben.); Phone 22-8291.

Ad. Rates Ord. P. Pg. Rs. 275, H. Pg. Rs. 140, per insertion; Spl. pos. F.Pg. Rs. 300, H. Pg. Rs. 175 per insertion; Back cover Rs. 500, 2nd cover Rs. 400, 3rd cover & opening Pg. Rs. 350 each per insertion; (Annual Ord.) F. Pg. Rs. 300, H. Pg. Rs. 165.

Mech. Data Pages 80 to 100; Annual number 200; Size 24.76 cms. x 18.41 cms.; Print area 19.05 cms. x 15.24 cms.; H. Pg. 9.52 cms. x 15.24 cms. or 19.05 cms. x 9.52 cms.; n.c. 2; c.1. 19 cms.; c.w. 7.5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Ed. S. R. G. Roy Chowdhuri;

Be wise Advertise!

EVEREST

Ad. Mgr. S. Chakravarty; Policy: Engineering & allied industries.

Cir. (Monthly) 4,600, (Annual) 5,500 Cc (PR 1,800).

INDIAN ENGINEERING EXPORTER
English Monthly; Rs. 1.50, (yearly subs. Rs. 15); Add. World Trade Centre, 14/1B Ezra Street (3rd floor), Calcutta-1 (Ben.); Grams: OCEANBORNE; Phones 34-7896 (2 lines), 34-8548 (3 lines).

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 70 per insertion; 1st cover panel Rs. 500, 2nd cover Rs. 400, 3rd cover Rs. 300 & 4th cover Rs. 500 per insertion; Contract for 6 to 11 insertions in a year 5% discount, 12 insertions in a year 10% discount; Ad. Agency commission allowed 15%.

Mech. Data Pages 40; Size 27.3 cms. x 21 cms.; Print area 21.5 cms. x 17.8 cms.; n.c. 2; c.l. 21.5 cms.; c.w. 8.5 cms.; Screen 100; Blocks and Mats accepted.

Gen. Inf. Estd. 1957; Pubd. by Engineering Export Promotion Council; Policy: Export promotion of Indian Engineering goods.

Cir. 2,500 Cc (PR 2,443).

INDIAN ENGINEERING INDUSTRIES.

English Annual; Add. India Exchange, 7th Floor, Calcutta-1 (Ben.).

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 200, Qr. Pg. Rs. 125 per insertion; Spl. pos. cover Pg. rates & other details etc. on application.

Mech. Data Print area 17.5 cms. x 10 cms.; n.c. 2; c. 1. 17.55 cms.; c.w. 5 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1945; Policy: Engineering Directory of Information.

Cir. Not available.

INDIAN JOURNAL OF ENGINEERS
English Bi-monthly; Rs. 2.50; Add. 21-B, Lansdowne Terrace, Calcutta-26 (Ben.).

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 175 per insertion; Cover Pg. & spl. pos. rates on application.

Mech. Data Size 28 cms. x 22 cms.; Print area 22.5 cms. x 18 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.5 cms.; Screen upto 100; Stereos and Blocks accepted.

Gen. Inf. Estd. 1960; Ed. A. K. Bose; Policy: Devoted to development of Engineering efficiency.

Cir. 3,000 Cc (PR 1,800).

INSTITUTION OF THE ENGINEERS (INDIA)—YEAR BOOK
English Annual; Add. 8 Gokhale Rd., Calcutta-20 (Ben.); Grams: ENJOIND; Phones 47-4344 (3 lines).

Ad. Rates Ord. pos.: F. Pg. Rs. 350 H. Pg. Rs. 200 per insertion; Other spl. pos. & colour ad. rates on application.

Mech. Data Size 21.5 cms. x 14.5 cms.; Print area 17.5 cms. x 10.5 cms.; n.c. 1; c. 1. 17.5 cms.; c.w. 10.5 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1920; Pubd. by the Institution of Engineers (India) Comprising a classified list of member engineers.

Cir. 16,000 Cc (PR Not available).

JOURNAL OF THE INDIAN NATIONAL SOCIETY

English Quarterly; (India) Rs. 4, (Foreign) Rs. 6; Add. C/o Indian National Society of Soil Mechanic & Foundation Engineering, Bay 2W/4 Curzon Rd. Barracks, New Delhi-1; Grams: CENBIP; Phone 45219.

Ad. Rates Ord. F. Pg. Rs. 350, H. Pg. Rs. 200 for 4 issues; Inside cover Rs. 400; Back cover Rs. 450 for 4 issues.

Mech. Data Pages 100 to 125; Size 24 cms. x 16 cms.; Print area 19 cms. x 10.7 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd., 1956; Ed. Secretary, Indian National Society; Pubd. by Indian National Society.

Cir. 2,000 Cc (PR Not available).

JOURNAL OF INDUSTRIAL ENGINEERING

English Quarterly; (India) Rs. 5.50, (Foreign) Rs. 8; Add. Ashoka, II Floor, 15, Ghodbunder Rd., Santa Cruz

(West), Bombay-54 (Mh.); Grams: PULSEWAVE; Phone 81153.

Ad. Rates F. Pg. Rs. 600, H. Pg. Rs. 400, Qr. Pg. Rs. 250 per insertion; Spl. pos. & colour ad. rates on application.

Mech. Data Pages 100 to 120; Size 26.25 cms. x 21.25 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.75 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Ed. T.S.N. Rao; Ad. Mgr. Padma Vyasa; Pubs. T.S.N. Rao & others.

Cir. 6,500 PR 1,200.

JOURNAL OF THE INSTITUTE OF CONSULTING ENGINEERS

English Quarterly; Rs. 3, (yearly subs. Rs. 12). (Foreign Rs. 20); Add. 9 Hastings St., Calcutta-1 (Ben.); Phone 23-5066.

Ad. Rates F. Pg. Rs. 250, H. Pg. Rs. 125, Qr. Pg. Rs. 70 per insertion; Back Pg. Rs. 400, 2nd & 3rd covers Rs. 300 each per insertion.

Mech. Data Pages 64 to 125; Print area 20 cms. x 15 cms.; n. c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 100; Mats and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. U.P. Mullick; Pubd. by Institute of Consulting Engineers; Policy: Advancement of Technical knowledge in Engineering.

Cir. 500 Cc (PR 200).

JOURNAL OF THE INSTITUTION OF ENGINEERS (INDIA)

English Monthly; Rs. 2.50; Add. 8 Gokhale Rd., Calcutta-20 (Ben.); Grams: ENJOIND; Phone 47-4344.

Ad. Rates Ord. pos. F. Pg. Rs. 350, H. Pg. Rs. 200 per insertion; Other Spl. pos. & colour ads. rates on application.

Mech. Data Size 24 cms. x 15.5 cms.; Print area 20 cms. x 12 cms.; n. c. 1; c. 1. 20 cms.; c.w. 21 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1920; Pubd. by the Institution of Engineers (India) in seven Division parts: (1) Civil Engineer-

ing, (ii) Mechanical Engineering, (iii) Electrical Engineering, (iv) Electronics & Telecommunication Engineering (v) Chemical Engineering, (vi) Mining & Metallurgy, & (vii) Public Health Engineering; Policy: Publication of original research papers in the respective branch of Engineering.

Cir. 11,000 Cc (PR 39,695).

JOURNAL OF THE INSTITUTION OF MILITARY ENGINEERS

English Quarterly; Rs. 3; Add. The Institution of Military Engineers, College of Military Engineering, Kirkee; Grams: CME; Phone 57256.

Ad. Rates 4th cover Pg. F. Pg. Rs. 90; 2nd & 3rd covers Pg. F. Pg. Rs. 80 each; 1st Pg. Front section in 1 colour Rs. 80, 2 colours Rs. 140; Facing contents Pg. 1 colour Rs. 80, 2 colours Rs. 140; Other Pgs. front section F. Pg. 1 colour Rs. 70, 2 colours Rs. 120; H. Pg. 1 colour Rs. 35 per insertion; Back section F. Pg. 1 colour Rs. 65, H. Pg. Rs. 32.50, 2 colours Rs. 100 per insertion.

Mech. Data Pages 96 to 100; Size 24 cms. x 16.5 cms.; Print area 19 cms. x 11 cms.; n.c. 1; c. 1. 19 cms.; c.w. 11 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. B. Swaminathan; Pubd. by the Institution of Military Engineers.

Cir. 1,600 Cc (PR Not available).

POWER ENGINEER

English Quarterly; Yearly subs. Rs. 8 (Inland); Add. Bikaner House, Shah-jahan Rd., New Delhi-11.

Ad. Rates Back cover (2 colours) Rs. 200, Inside Front cover (2 colours) Rs. 150, Inside Back cover (2 colours) Rs. 150, Facing reading matter Rs. 125 per insertion; Ord. pos. F. Pg. Rs. 100, H. Pg. Rs. 60 Qr. Pg. Rs. 40 per insertion; 15% Agency Commission, 10% discount on Contract 8 insertions & over if advance payment made for every 4 insertions.

Mech. Data Size 24.8 cms. x 18.7 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.8 cms.; Screen 110; Blocks, Stereos and Mats accepted.

HINDUSTAN STEEL'S ALLOY STEELS PLANT

India's first—
one of Asia's largest

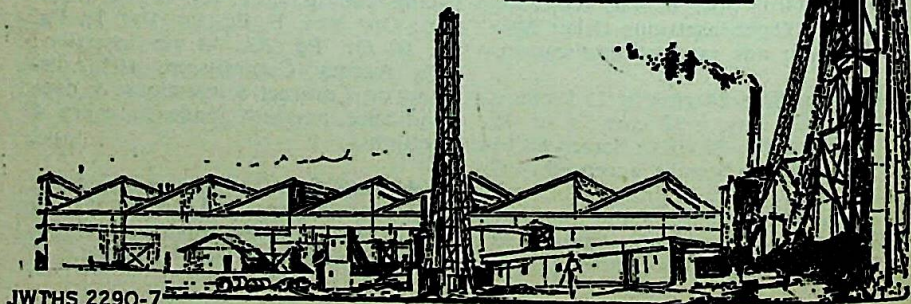
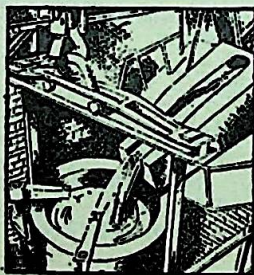
The Rs. 70 crore integrated Alloy Steels Plant at Durgapur has been designed by Indian engineers and is equipped to manufacture all the important and critical grades of carbon, alloy, tools and engineering special quality steels. It will help meet the needs of India's ordnance, machine tools, chemical, aviation and automobile industries, etc. Ultimately its range of manufacture will comprise nearly 200 different types of alloy and special steels of various sizes. In the initial phase the Alloy Steels Plant will produce 100,000 tonnes every year, or 30% of the country's present requirements. This will mean a yearly foreign exchange saving of Rs. 20 crores. Provision has been made to expand capacity to 300,000 tonnes in the future.

The contract for supply of the main Plant & Equipment was signed with a Japanese Consortium in September 1963. With the commissioning of one of the units of the steel melting shop, the Alloy Steels Plant, India's first, and one of the largest of its kind in Asia went into production on January 23, 1965.



HINDUSTAN STEEL

Registered Office : Ranchi, Bihar



JWTHS 2290-7

Gen. Inf. Estd. 1951; Ed. N. Venkatesan; Policy: Devoted to Power & Electrical Engineering; Pubd. by the Society of Power Engineers.

Cir. 2,000 Cc (PR Not available).

VISHWAKARMA

English Monthly; Rs. 1.50; Add. 17A, Madan Dutt Lane, Calcutta-12 (Ben.); Phones 34-1854, 34-2366, 45-1092.

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 175 per insertion; Spl. pos. Cover Pgs.: Back cover (3 colours) Rs. 800, 2nd cover (2 colours) Rs. 600, 3rd cover (2 colours) Rs. 550, F. Pg. (2 colours reading matter) Rs. 400; (reading matter) in 3 & 4 colours Rs. 500 & Rs. 600 respectively; Other spl. pos. 50% extra.

Mech. Data Pages 96; Size 24 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 85; Stereos and Blocks accepted.

Gen. Inf. Estd. 1960; Ed. & Pub. L. K. Pandeya; Ad. Mgr. K. Srinivasan; Policy: Promotion of Engineering & Technology.

Cir. 6,000 Cc (PR 6,000).

EXPORT & IMPORT

English

AFRASIAN MARKETS

English Export Monthly; Rs. 2, Spl. issue Rs. 3, (Annual subs. Rs. 20); Add. The Amalgamated Press, 41 Hamam St., Bombay-1 (Mh.); Grams: ALUSIL; Phone 254094.

Ad. Rates Back cover Rs. 800, 1st inside cover F. Pg. Rs. 700, 2nd inside cover F. Pg. Rs. 650; Casual rates Front Sec. Rs. 6.50 s.c.cm.; Ord. Rs. 5.50 s.c.cm.; Further particulars on application.

Mech. Data Pages 72 to 80; Size 28.75 cms. x 20 cms.; n.c. 4; c. 1. 25 cms.; c.w. 4.75 cms.; 2 cols. 9.75 cms.; 3 cols. 14.75 cms.; Screen (inside) 80, (cover) 100; Blocks and Stereos accepted.

Gen. Inf. Ed. A. D. D'silva; Pubd. by

Amalgamated Press; Policy: Promoting Export Trade.

Cir. 10,000 Cc (PR 8,000).

EXPORT INDIA JOURNAL

English Monthly; Re. 1; Add. P. O. Box No. 401, Madras-5.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 50 per insertion.

Mech. Data Print area 22.50 cms. x 17.50 cms.; Mats and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. & Pub. D. K. N. Keswaram; Policy: Devoted to Export Trade Problems.

Cir. 2,000 Cc (PR 4,000 uncertified).

INDIAN AND EASTERN MANUFACTURER

English Bi-monthly; yearly subs. Rs. 10 Add. Sayajiganj, Baroda (Guj.); Grams: EXPORTRADE; Phone 2158.

Ad. Rates Casual F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 80 per insertion; Contract rebate 5%, 10% & 15% for 3, 6, & 12 insertions; Contract rate 2 cols. Pg. Rs. 4.80 s.c.cm.; 3 cols. Pg. Rs. 4 s.c.cm.

Mech. Data Size 27.5 cms. x 21.25 cms.; Print area 24 cms. x 17.5 cms.; n.c. 2 & 3; c. 1. 24 cms.; c.w. 8.75 cms. & 5.8 cms.; Screen 80; Stereos and Blocks accepted.

Gen. Inf. Ed. & Pub. C. M. Pandit; Policy: To promote manufacture & industrial development.

Cir. 2,500 Cc (PR 7,00).

INDIAN EXPORTER AND IMPORTER

English Monthly; Rs. 1.50; Add. 12 Fort Chambers, Hamam St., Bombay-1 (Mh.); Grams: EXPORTICALI; Phone 255233.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100, 1/8 Pg. Rs. 75 per insertion; Casual Rs. 4.80 s.c.cm.; Cover Pgs.: Front cover (2 colours) Rs. 600, Back cover (2 colours) Rs. 500; 1st inside cover (1 colour) Rs. 400, 2nd inside cover (1 colour) Rs. 350 per insertion.

Mech. Data Pages 52; Size 27.5 cms. x 17.5 cms.; Print area 23.25 cms. x 17 cms.; n.c. 2 & 3; c. 1. 23.25 cms.; c.w. 8.25 cms. & 5 cms.; Screen 65 & 135; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. P. M. Shah; Ad. Mgr. E. Merchant; Policy: Promoting International Trade; Member: AINEC.

Cir. 2,500 Cc (PR 1,919).

INDIAN EXPORT TRADE JOURNAL
English Monthly; Add. Sayajiganj, Baroda (Guj.); Grams: EXPORT-TRADE; Phone 4158.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 125, Qr. Pg. Rs. 100 per insertion; Contract 5, 7 & 10 % rebate for 3, 6 & 12 insertions respectively.

Mech. Data Size 28 cms. x 21 cms.; Print area F. Pg. 24 cms. x 17 cms.; H. Pg. (Vertical) 24 cms. x 8 cms., (Horizontal) 17 cms. x 12 cms.; Qr. Pg. (Vertical) 12 cms. x 8 cms., (Horizontal) 17 cms. x 6 cms.

Gen. Inf. Estd. 1947; Ed. & Pub. C. M. Pandit; Policy: Devoted to Export Trade promotion & problems.

Cir. 7,500 Cc (PR 1,872).

FARMING, FOOD & AGRICULTURE

English

FERTILISER NEWS

English Monthly; Re. 1; Add. The Fertiliser Association of India, 85 Sundar Nagar, New Delhi-11; Grams: FERTINIDA; Phones 618562 & 618764.

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 90 per insertion; Contract: 6 insertions F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion, 12 insertions F. Pg. Rs. 200, H. Pg. Rs. 125, Qr. Pg. Rs. 75 per insertion; Cover Pgs.: Back cover Casual Rs. 400, 6 insertions Rs. 360, 12 insertions Rs. 300 per insertion; Casual 2nd & 3rd covers Rs. 350, 6 insertions Rs. 300, 12 insertions Rs. 275 per insertion (only F. Pg. for covers).

Mech. Data Pages 40; Size 27.5 cms. x 21.7 cms.; Print area 22.9 cms. x 16.8 cms.; n.c. 2; c. 1. 23 cms.; c.w. 8.71 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. T. M. Alexander; Pubd. by the Fertiliser Association of India; Policy: To propagate improved methods of farming with particular stress on the use of chemical fertilisers.

Cir. 3, 300 Cc (PR 3,327 uncertified).

FOOD, AGRICULTURE AND PLANTATION JOURNAL

English Bi-monthly; yearly subs. Rs. 10; Add. Parashuram Bldg., Sayajiganj, Baroda (Guj.).

Ad. Rates Casual : F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 75 per insertion; Contract: F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion.

Mech. Data Print area 20 cms. x 15 cms.; Blocks accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. C. M. Pandit; Policy: Farming & Agriculture.

Cir. 2,500 Cc (PR Not available).

INDIAN DAIRYMAN

English Monthly; Re. 1; Add. Indian Dairy Science Association, Adugodi, P.O. Bangalore South (My.); Grams: DAIRYSEARCH; Phone 4369.

Ad. Rates Ord. pos.: F. Pg. Rs. 100, 12 insertions Rs. 1,164, H. Pg. Rs. 60, 12 insertions Rs. 706, Qr. Pg. Rs. 35, 12 insertions Rs. 416; Front cover (2 colours) F. Pg. Rs. 300, 12 insertions Rs. 3,420, Back cover (2 colours) F. Pg. Rs. 250, 12 insertions Rs. 2,865, 2nd & 3rd covers F. Pg. Rs. 200, 12 insertions Rs. 2,304; Centre-spread 2 Pgs. F. Pg. Rs. 300, 12 insertions Rs. 3,420.

Mech. Data Pages 40; Size 24.5 cms. x 18.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 115 to 150; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. M. R. Srinivasan; Ad. Mgr. K. Vedantam; Pubd. by Indian Dairy Science Association.

Cir. 1,300 Cc (PR 918).

INDIAN FARMING

English Monthly; 75P; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi-1; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 700, Contract 6 insertions Rs. 650 & 12 insertions Rs. 600 per insertion, Casual H. Pg. Rs. 360, Contract 6 insertions Rs. 335 & 12 insertions Rs. 310 per insertion, 1/3 Pg. Casual Rs. 250 per insertion, Contract 6 insertions Rs. 235 & 12 insertions Rs. 220 per insertion, Qr. Pg. Casual Rs. 200, Contract for 6 insertions Rs. 190 & 12 insertions Rs. 180 per insertion.

Mech. Data Pages 40; Size 27.5 cms. x 21.5 cms.; Print area 24 cms. x 18 cms. n.c. 2 or 3; c. 1. 24 cms.; c.w. 8.5 cms. or 6 cms.; Screen 85; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1940; Ed. P.L. Jaiswal; Ad. Mgr. K. E. Sankaran; Pubd. by Indian Council of Agricultural Research.

Cir. 51,320 Cc (PR Not available).

INDIAN HORTICULTURE

English Quarterly; Re. 1; Add. Indian Council of Agricultural Research, Queen Victoria Rd., New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 130, 1/3 Pg. Rs. 85, Qr. Pg. Rs. 65 per insertion; Contract 4 insertions F. Pg. Rs. 225, H. Pg. Rs. 120, 1/3 Pg. Rs. 80, Qr. Pg. Rs. 60 per insertion.

Mech. Data Pages 36; Size 27.5 cms. x 21.5 cms.; Print area 24 cms. x 18 cms.; n.c. 2 or 3; c. 1. 24 cms.; c.w. 8.5 cms. or 6 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. P. L. Jaiswal; Ad. Mgr. K. E. Sankaran; Pubd. by Indian Council of Agricultural Research.

Cir. 11,719 Cc (PR Not available).

INDIAN JOURNAL OF AGRICULTURAL SCIENCE

English Quarterly; Rs. 2.50; Add. Indian Council of Agricultural Research, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 125, H. Pg.

Rs. 70, per insertion; Contract 4 insertions F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion.

Mech. Data Pages 80; Size 24 cms. x 18.5 cms.; Print area 19.7 cms. x 13.3 cms.; n.c. 1; c. 1. 19.7 cms.; c.w. 13.3 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1931; Ed. P. Kachroo; Ad. Mgr. K. E. Sankaran; Pubd. by Indian Council of Agricultural Research.

Cir. 3,325 Cc (PR Not available).

INDIAN JOURNAL OF FISHERIES

English Quarterly; Rs. 15 plus postage, Rs. 5; Add. Central Marine Fisheries Research Institute, Marine Fisheries Post, Mandapam Camp (Md.), Grams: CADALMIN; Phone 3.

Ad. Rates on application.

Mech. Data Pages 1,000 per volume; Size 25 cms. x 19 cms.; Print area 19.5 cms. x 13 cms.; n.c. 1; c. 1. 19.5 cms.; c.w. 13 cms.; Screen 80 to 100.

Gen. Inf. Estd. 1954; Mg. Ed. Director, Central Marine Fisheries Research Institute; Pubd. by Govt. of India; Policy: Publication of Research Papers on fish & fisheries of India.

Cir. 500 Cc (PR 500).

INDIAN LIVESTOCK

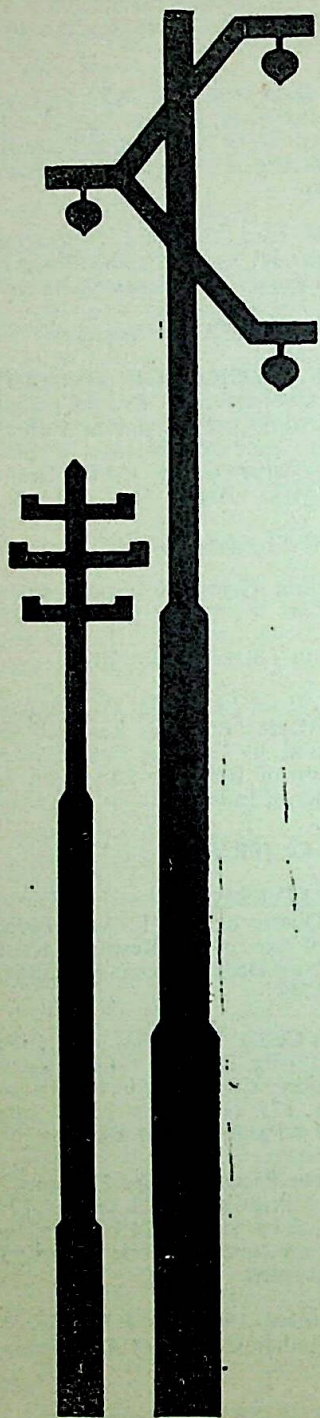
English Quarterly; Re. 1; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 300, H. Pg. Rs. 160, 1/3 Pg. Rs. 110, 1/4 Pg. Rs. 80 per insertion; Contract for 4 insertions F. Pg. Rs. 175, H. Pg. Rs. 150, 1/3 Pg. Rs. 100, 1/4 Pg. Rs. 75 per insertion.

Mech. Data Pages 64; Size 27.2 cms. x 21.6 cms.; Print area 24.1 cms. x 17.8 cms.; n.c. 2 or 3; c. 1. 24.1 cms.; c.w. 8.7 cms. or 6 cms.; Halftone Screen 85; Stereos accepted.

Gen. Inf. Estd. 1963; Ed. P.L. Jaiswal; Pubd. by Indian Council of Agricultural Research.

Cir. 7,425 Cc (PR Not available).



INDIAN TUBE

INDIA'S BIGGEST MANUFACTURERS OF STEEL TUBE AND STRIP

GENERAL AND PUBLIC SERVICES :

Tubes to IS. 1239-1958, screwed and socketed for conveyance of fluids and plain at end for scaffolding and structural applications.

POWER AND INDUSTRIAL :

Electric Resistance Weld and Hot Finished and Cold Drawn Seamless Steel Tubes for pressure, industrial, mechanical and structural applications to a variety of Indian and other internationally accepted specifications.

OIL :

Tubes to A.P.I. and A.S.T.M. particulars.

POLES :

Tramway, Transmission and Lighting.

COLD ROLLED STEEL STRIP :

In a wide variety of tempers, widths and thicknesses for industrial components.

INDIAN TUBE

THE INDIAN TUBE COMPANY LIMITED

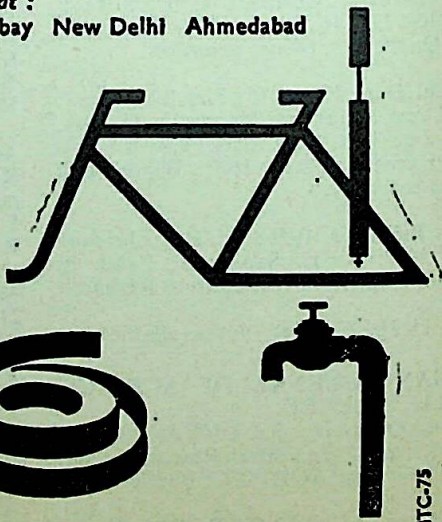
A TATA-STEWARTS AND LLOYDS ENTERPRISE

Registered Office :

41, Chowringhee Road, Calcutta 16

And at :

Bombay New Delhi Ahmedabad



ITC-75

INDIAN POTATO JOURNAL

English Half-yearly; Rs. 2; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates F. Pg. Rs. 125 H. Pg. Rs. 70 per insertion; Contract 4 insertions F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion.

Mech. Data Pages 66; Size 24 cms. x 18.5 cms.; Print area 15.7 cms. x 13.3 cms.; n.c. 1; c. 1. 15.7 cms.; c.w. 13.3 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. P.L. Jaiswal; Ad. Mgr. K. E. Sankaran; Pubd. by Indian Council of Agricultural Research.

Cir. 1,887 Cc (PR Not available).

INTENSIVE AGRICULTURE

English Monthly; 50P; Add. Farm Information Unit, Directorate of Extension, Ministry of Food & Agriculture, Krishi Bhavan, New Delhi; Grams: EXTENSION; Phone 35634.

Ad. Rates Casual: F. Pg. Rs. 600, H. Pg. Rs. 325, 1/3 Pg. Rs. 225, Qr. Pg. 170 per insertion; Contract: 6 insertions F. Pg. Rs. 550, H. Pg. Rs. 300, 1/3 Pg. Rs. 210, Qr. Pg. Rs. 160; 12 insertions F. Pg. Rs. 500, H. Pg. Rs. 275, 1/3 Pg. Rs. 200, Qr. Pg. Rs. 150 per insertion; Guaranteed pos. 25% extra; Colour 25% extra for each colour.

Mech. Data Pages 32; Size 27 cms. x 21 cms.; Print area 22.5 cms. x 18 cms.; n.c. 2 or 3; c. 1. 22.5 cms.; c.w. 8.5 cms. or 5.6 cms.; Screen 85; Blocks, Mats & Stereos accepted.

Gen. Inf. Ed. Lal Karamchandani; Business Mgr. N. V. Kurup.

Cir. 42,000 Cc (PR 41,500).

RICE NEWS TELLER

English Quarterly; 50P; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 125, H. Pg. Rs. 70, 1/3 Pg. Rs. 50, Qr. Pg. Rs. 45 per insertion; Contract 4 insertions F. Pg. Rs. 100, H. Pg. Rs. 60, 1/3 Pg. Rs. 45, Qr. Pg. Rs. 40 per insertion.

Mech. Data Pages 36; Size 27.5 cms. x 21.5 cms.; Print area 24 cms. x 18 cms.; n.c. 2 or 3; c. 1. 24 cms.; c.w. 8.5 cms. or 6 cms.; Screen 85; Stereos accepted.

Gen. Inf. Estd. 1953; Ed. P. Kachroo; Ad. Mgr. K. E. Sankaran; Pubd. by Indian Council of Agricultural Research.

Cir. 2,795 Cc (PR Not available).

Language**AHARA VIJNANA**

Kannada Quarterly; 30P; Yearly subs. Re.1; Add. Central Food Technological Research Institute, Mysore-2; Grams: FOODSEARCH; Phone 636.

Ad. Rates F. Pg. Rs. 60 per insertion, 4 insertions Rs. 210 (lot); H. Pg. Rs. 40 per insertion, 4 insertions Rs. 140 (lot); Qr. Pg. Rs. 25 per insertion, 4 insertions Rs. 85 (lot); Other details on application.

Mech. Data Pages 28; Size 24.8 cms. x 18.5 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 120; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1956; Ed.-in-Chief Dr. B. L. Amla; Ed. P. S. Balakrishnan; Pubd. by Central Food Technological Research Institute; Policy: Devoted to Food Science & Technology.

Cir. 1,700 Cc (PR Not available).

BAHAR

Marathi Monthly; Re. 1 (yearly subs. Rs. 8); Add. 589 Sadashiv Peth, Gadgil Rd., Poona-2 (Mh.); Phone 57965.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; 2nd cover Rs. 225, 3rd cover Rs. 200, Last cover Rs. 250 per insertion.

Mech. Data Size 25 cms. x 18.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2 or 3; c. 1. 20 cms.; c.w. 7.5 cms. or 5 cms.; Screen 65 to 70; Stereos and Blocks accepted.

Gen. Inf. Ed. S. Y. Phadkay; Policy: Agricultural & rural monthly magazine.

Cir. 5,000 Cc (PR 1,971).

KERALA KARSHAKAN

Malayalam Monthly; 12P; Add. Agricultural Information Service, Trivandrum-10 (Ker.); Grams: KERALA KARSHAKAN; Phone 3654.

Ad. Rates Casual F. Pg. Rs. 100, H. Pg. Rs. 60, Annual F. Pg. Rs. 1,000, H. Pg. 12 insertions Rs. 600; Back cover 12 insertions Casual Rs. 200; Annual 12 insertions Rs. 2,000.

Mech. Data Pages 32; Size 25 cms. x 19 cms.; Print area 21 cms. x 15 cms.; n.c. 2; c. 1. 21 cms.; c.w. 7.5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. R. Hali; Ad. Mgr. Agricultural Information Officer; Pubd. by Govt. of Kerala; Policy: Promotion of Agriculture.

Cir. 35,000 Cc (PR Not available).

KHADYA VIGYAN

Hindi Quarterly; 30P; (yearly subs. Re. 1); Add. Central Food Technological Research Institute, Mysore-2; Grams: FOODSEARCH; Phone 636.

Ad. Rates F. Pg. Rs. 60 per insertion, For 4 insertions Rs. 210 (lot); H. Pg. Rs. 40 per insertion, For 4 insertions Rs. 140 (lot); Qr. Pg. Rs. 25 per insertion, For 4 insertions Rs. 85 (lot); Other details on application.

Mech. Data Pages 28; Size 24.8 cms. x 18.5 cms.; Print area 20 cms. x 14 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 120; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1957; Ed.-in-chief Dr. B. L. Amla; Ed. C. V. Shailaj; Pubd. by Central Food Technological Research Institute; Policy: Popularisation of Food Science & Technology.

Cir. 1,000 Cc (PR 789).

KHETI

Hindi Monthly; 50P; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 350; Contract 6 insertions Rs. 325, 12 insertions Rs. 300 per insertion, Casual H. Pg. Rs. 190, Contract 6 insertions Rs. 175 & 12 insertions Rs. 160 per insertion;

Casual 1/3 Pg. Rs. 130; Contract 6 insertions Rs. 120, 12 insertions Rs. 110 per insertion; Casual Qr. Pg. Rs. 100; Contract 6 insertions Rs. 95, 12 insertions Rs. 90 per insertion.

Mech. Data Pages 36; Size 27.5 cms. x 21.5 cms.; Print area 24 cms. x 18 cms.; n.c. 2 or 3; c. 1. 24 cms.; c.w. 8.5 cms. or 6 cms.; Screen 85; Stereos accepted.

Gen. Inf. Estd. 1948; Ed. R. G. Chaturvedi; Ad. Mgr. K. E. Sankaran; Pubd. by I.C.A.R.

Cir. 45,671 Cc (PR Not available).

KRISHAK JAGAT

Hindi Weekly; 20P; Add. Fatehgarh, P. O. Box No. 3, Bhopal (M.P.); Grams: KRISHAK; Phone 466.

Ad. Rates Casual Rs. 3 s.c.cm.; Contract upto 499 cms. Rs. 2.50 s.c.cm.; 500 cms. & over Rs. 2 s.c.cm.; Banks, Companies, Govt., Railways, Municipality, Court and other Notices Rs. 3 s.c.cm.; Display ads. Rs. 2 s.c.cm.; Pg. rate: F. Pg. Rs. 330, H. Pg. Rs. 180, Qr. Pg. Rs. 95, 1/8 Pg. Rs. 50 per insertion; Cover Pg. rates & other particulars on application.

Mech. Data Pages 16 to 20; Size 37.5 cms. x 25 cms.; Print area 34 cms. x 20 cms.; n.c. 4; c. 1. 34 cms.; c.w. 5 cms.; Screen 65; Blocks accepted.

Gen. Inf. Estd. 1946; Ed. & Pub. M. C. Bondriya; Ad. Mgr. Suresh Chandra Ganrade; Policy: Improvement of Agriculture, Panchayat, Co-operation, Cottage Industries, Rural Uplift & allied matters.

Cir. 15,513 Cc (PR 15,513).

PASHUPALAN

Hindi Quarterly; Re. 1; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 130, 1/3 Pg. Rs. 85, Qr. Pg. Rs. 65 per insertion; Contract for 4 insertions F. Pg. Rs. 225, H. Pg. Rs. 120, 1/3 Pg. Rs. 80, Qr. Pg. Rs. 60 per insertion.

Mech. Data Pages 64; Size 27.2 cms. x 21.6 cms.; Print area 24.1 cms. x 17.8 cms.; n.c. 2 or 3; c. 1. 24.1 cms.; c.w. 8.7 cms. or 6 cms.; Halftone Screen 85.

Gen. Inf. Estd. 1963; Ed. R. G. Chaturvedi; Pubd. by Indian Council of Agricultural Research.

Cir. 4,540 Cc (PR Not available).

UNNAT KRISHI

Hindi Monthly; 20P; Add. Farm Information Unit, Directorate of Extension, Ministry of Food & Agriculture, Krishi Bhavan, New Delhi; Grams: EXTENSION; Phone 35634.

Ad. Rates Casual: F. Pg. Rs. 600, H. Pg. Rs. 325, 1/3 Pg. Rs. 225, Qr. Pg. Rs. 170, per insertion; Contract: 6 insertions F. Pg. Rs. 550, H. Pg. Rs. 300, 1/3 Pg. Rs. 210, Qr. Pg. Rs. 160, 12 insertions F. Pg. Rs. 500, H. Pg. Rs. 275, 1/3 Pg. Rs. 200, Qr. Pg. Rs. 150 per insertion; Guaranteed pos. 25% extra; Colour 25% extra for each colour.

Mech. Data Pages 24; Size 27 cms. x 21 cms.; Print area 22.5 cms. x 18 cms.; n.c. 2 or 3; c. 1. 22.5 cms.; c.w. 8.5 cms. or 5.6 cms.; Screen 85; Blocks, Mats and Stereos accepted.

Gen. Inf. Ed. D. K. Tyagi, Business Mgr. N. V. Kurup.

Cir. 37,000 Cc (PR 35,400).

FOOTWEAR

English

FOOTWEAR INDIA MONTHLY

English Monthly; 75P; Add. 107/114 Jawahar Nagar, Kanpur (U.P.).

Ad. Rates Ord. F.Pg. Rs. 150, H.Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Cover Pg. panel Rs. 250, Last cover Rs. 200, 2nd cover Rs. 190, 3rd cover Rs. 180 per insertion, 5%, 10% & 15% rebate for 3, 6, & 12 insertions.

Mech. Data Pages 40 to 50; size 25 cms. x 18.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd 1958; Ed. & Pub. Jai Prakash Singal; Policy: To promote growth of Footwear & Leather Industry.

Cir. 2,000 Cc (PR 1,999).

HOTELS

English

INDIAN HOTELIER AND CATERER English Monthly; Rs. 2; Add. 15A Nizamuddin West, New Delhi; Phone 619681.

Ad. Rates On application.

Mech. Data Pages 80; Size 27.5 cms. x 22.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.5 cms.; Screen 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. S. K. Ambar-dar; Pubd. by the Federation of Hotel & Restaurant Associations of India; Policy: Devoted to promotion of Hotel Industry & Catering.

Cir. PR 1,000.

HYDRAULICS

English

INDIAN JOURNAL OF POWER AND RIVER VALLEY DEVELOPMENT

English Monthly; Rs. 2, (yearly subs. Rs. 20 or £ 2 or \$ 6); Add. 6/2 Madan St., Calcutta-13 (Ben.); Grams: TEK-JOURN; Phones 23-5855 & 23-1765.

Ad. Rates Ord. pos. F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; Cover Pgs.: Front cover Rs. 800, 2nd cover Rs. 450, 3rd cover Rs. 400, 4th cover Rs. 500 per insertion; Colour ads. 25% extra per colour; Other details on application.

Mech. Data Pages 80; Size 27.5 cms. x 22 cms.; Print area 23.5 cms. x 16.5 cms.; c. 1. 23.5 cms.; c.w. 8 cms.; Screen upto 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Mg. Ed. P. K. Menon; Ed. K. K. Sinha; Mgr. B. Bhattacharya; Pubd. by Books & Journals Pvt. Ltd.; Policy: Devoted to development of Power and Water Resources in Asia.

Cir. 4,025 Cc (PR Not available).

INSURANCE & BANKING

English

INSURANCE AND BANKING

English Monthly; Re. 1; Add. G.P.O. Box No. 548, Indian Business Publications, United India Life Building, Connaught Place, New Delhi; Grams: INSUBA; Phone 53584.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Further details on application.

Mech. Data Pages 52 to 60; Print area 20 cms. x 14 cms.; n. c.1; c. 1. 20 cms.; c.w. 14 cms.; Screen 60 to 70; Blocks and Stereos accepted.

Gen. Inf. Estd. 1939; Ed. K. L. Sahgal; Pubd. by Indian Business Publications.

Cir. Not available.

INSURANCE FORUM

English Monthly; 60P; (yearly subs. Rs. 6); Add. 11 Agiary Lane, Fort, Bombay (Mh.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Further details on application.

Mech. Data Pages 24; Size 24.5 cms. x 18.5 cms.; Print area 20 cms. x 15.5 cms.; n.c. 2 or 3; c. 1. 20 cms.; c.w. 7.5 cms. or 5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. L. V. Rao; Policy: Devoted to Insurance Management & Salesmanship.

Cir. 3,200 Cc (PR Not available).

INSURANCE HERALD

English Weekly; 25P; Add. 2/1 Mission Row, Calcutta-1 (Ben.); Grams: ATIBI; Phone 23-1067.

Ad. Rates On application.

Mech. Data Pages 8; Print area 30 cms. x 20.62 cms.; n.c. 3; c. 1. 30 cms.; c.w. 6.87 cms.; Screen 60; Stereos and Blocks accepted.

Gen. Inf. Estd. 1938 Ed. Ashutosh

Banerjee; Ad. Mgr. R.N. Mukherjee; Pubd. by Chhaya Publications Pvt. Ltd.

Cir. PR 9,80.

INVESTMENT & INDUSTRY

English

BOMBAY MARKET

English fortnightly Rs. 3; Add. 21, Dadiseth Agiary Lane, Kalbadevi, Bombay-2 (Mh.); Phone 8321.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 170, Qr. Pg. Rs. 90, and 1/8 Pg. Rs. 50 per insertion; Front cover (2 colours) Rs. 1,500; Back cover Rs. 1,000; 2nd cover Rs. 600, 3rd cover Rs. 400 per insertion; Further details on application; Casual 2 cols. Pg. (8.5 cms.) 1 to 200 cms. Rs. 7.20 s.c.cm.; 201 cms. to 400 cms. Rs. 6.30 s.c.cm.; 401 cms. & over Rs. 5.85 s.c.cm.; 3 cols. Pg. (5.5 cms.) Rs. 4.80 s.c.cm.; 201 cms. to 400 cms. Rs. 4.20 s.c.cm.; 401 cms. & over Rs. 3.30 s.c.cm. Other sections rates on application.

Mech. Data Pages 200; Size 32 cms. x 20.25 cms.; Print area 27 cms. x 17.5 cms.; n.c. 2 & 3; c. 1. 27 cms.; c.w. 8.5 cms.; Screen 65, Blocks and Mats accepted.

Gen. Inf. Estd. 1936; Pub. & Mg. Ed. V.P. Agarwal, Ed. K. Multani; Policy: General Economic conditions, Reviews, Commercial and Trade News, Market reviews and rates.

Cir. 12,000 Cc (PR 3,500).

CALCUTTA STOCK EXCHANGE OFFICIAL YEAR BOOK

English Annual; Rs. 15; Add. 7 Lyons Range, Calcutta-1 (Ben.); Grams: STOCK EXCHANGE; Phones 22-3966, 22-1647-48.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 100 per insertion; Inside Front cover Rs. 250; Inside Back cover Rs. 230; Outside back cover Rs. 300; Front flyleaf Rs. 230 per insertion.

Mech. Data Pages 600; Size 24 cms. x 15 cms.; Print area 20 cms. x 12.25 cms.; n.c. 1; c. 1. 20 cms.; c.w. 12.25 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1937; Ed. (Dr.) A. K. Sur; Pubd. by The Calcutta Stock Exchange.

Cir. Not available.

FORTNIGHTLY REVIEW

English Fortnightly; yearly subs. Rs. 7.50; Add. Federation House, New Delhi-1; Grams: UNICOMIND; Phone 44281.

Ad. Rates Outer cover Casual per issue F. Pg. Rs. 350; 3 months (6 issues) Rs. 1,950 (lot); 6 months (12 issues) Rs. 3,600; 1 year (24 issues) Rs. 6,000 (lot); Inside Front cover strip (2.5 cms. x 14.5 cms.) Rs. 2,000 per strip per annum; Strip ads. in other Pgs. 2.5 cms. x 14.5 cms. Rs. 1,000 per annum; Chairman's Speeches Rs. 250 per Pg.

Mech. Data Print area 19 cms. x 14.50 cms.; Screen 60 to 80; Blocks & Stereos accepted.

Gen. Inf. Estd. 1957; Pubd. by Federation of Indian Chambers of Commerce Industry (FICCI) New Delhi; Policy: Official organ of the FICCI.

Cir. PR 2,000.

INDUSTRIAL INDIA

English Monthly; Rs. 1.50, (yearly subs. Rs. 16); Add. United India Bldg., Sir P. M. Road., Bombay-1 (Mh.); Grams: INDJIMP; Phones 255331-2.

Ad. Rates Ord. F. Pg. Rs. 450, H. Pg. Rs. 250, Qr. Pg. Rs. 150 per insertion; Casual Rs. 6 s.c.cm.; Spl. panels Rs. 50 per panel; Cover Pgs. Front cover Rs. 1,000 Back cover Rs. 850; Inside Front Rs. 650; Inside Back Rs. 600 per insertion; series discounts of 10% & 5% for 12 & 6 insertions respectively; Colour ads. Rs. 125 for each colour extra.

Mech. Data Pages 80 to 88; Size 28 cms. x 21.5 cms.; Print area 25 cms. x 19 cms.; n.c. 4; c. 1. 25 cms.; c.w. 4.25 cms.; Screen 133; Mats and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. B. Ramakrishnan; Pubd. by A. MacRae & Co. (Pvt.) Ltd.; Policy: Official organ of the All India Manufacturers' Organization.

Cir. PR 4,600.

INDIAN TRADE JOURNAL

English Weekly; Rs. 2; Add. No. 1 Council House St., Calcutta-1 (Ben.); (Ben.); Grams: COMMINT; Phone 23-3111.

Ad. Rates Casual F. Pg. Rs. 200 per insertion; Less than a Pg. Rs. 15 s.c.cm.; Contract 52 Weekly issues F. Pg. Rs. 5,600 (lot); H. Pg. Rs. 3,040 (lot), Qr. Pg. Rs. 1,600 (lot), 1/8 Pg. Rs. 880 (lot); 26 issues (Fort.) F.Pg. Rs. 3,800 (lot); H. Pg. Rs. 2,000 (lot), Qr. Pg. Rs. 1,040 (lot) 1/8 Pg. Rs. 540 (lot); 12 issues (Monthly) F. Pg. Rs. 2,240 (lot), H. Pg. Rs. 1,160 (lot), Qr. Pg. Rs. 600 (lot), 1/8 Pgs. Rs. 320 (lot); Strip rates & other details on application to the Advertising Agent.

Mech. Data Pages 175; Size Demy Quarto; Print area 21.25 cms. x 16 cms.; n.c. 2; c. 1. 21.25 cms.; c.w. 7.5 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1906; Ed. Director General of Commercial Intelligence & Statistics; Pubd. by Govt. of India, Ministry of International Trade; Ad. Agent. Tarlok Chand Sharma; Ad. Agent for Govt. of India, P. O. Box 1447, Delhi.

Cir. 5,100 Cc (PR Not available).

ISI BULLETIN

English Monthly; Rs. 2; Add. Indian Standards Institution, Manak Bhavan, 9 Bahadur Shah Zafar Road, New Delhi-1; Grams: MANAKSANSTHA; Phones 273611.

Ad. Rates Ord. pos. F. Pg. Rs. 350, H. Pg. Rs. 200, Qr. Pg. Rs. 120 per insertion; 4th cover Pg. Rs. 500; 3rd cover Pg., Pg. facing contents, Pg. facing beginning of text matter—F. Pg. Rs. 425, H. Pg. Rs. 250, per insertion; 10 & 20% rebate for 6 & 12 consecutive insertions respectively.

Mech. Data Pages 80; Size 210 mm. x 297 mm.; Print area 245 mm. x 173 mm.; n.c. 3; c. 1. 245 mm.; c.w. 55 mm.; Screen 110; Blocks, Mats, and Stereos accepted.

Gen. Inf. Estd. 1949; Ad. Mgr. Public Relations Officer; Pubd. by Indian Standards Institution; Policy: To cover standardisation activity in India & abroad.

Cir. 11,000 Cc (PR 9,136).

JOURNAL OF INDUSTRY AND TRADE

English Monthly; Re. 1, (yearly subs. Rs. 12); Add. Directorate of Commercial Publicity, Ministry of Commerce, Govt. of India, Udyog Bhavan, New Delhi-11; Grams: COMIND; Phone 34622.

Ad. Rates Single insertion F. Pg. Rs. 150, H. Pg. Rs. 85, Qr. Pg. Rs. 50; 3 issues 3 months: F. Pg. Rs. 450, H. Pg. Rs. 250, Qr. Pg. Rs. 150 (lot); 6 issues in 6 months F. Pg. Rs. 800 H. Pg. Rs. 400, Qr. Pg. Rs. 250 (lot); 12 issues in 12 months: F. Pg. Rs. 1,500, H. Pg. Rs. 750, Qr. Pg. Rs. 400 (lot).

Mech. Data Pages 150 to 160; Size 26.8 cms. x 21.6 cms.; Print area 21.6 cms. x 16.5 cms.; n.c. 2 & 3; c. 1. 21.6 cms.; c.w. 5 cms.; & 7 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Ed. Director of Publicity; Pubd. by Ministry of Commerce; Policy: Industry & Trade Journal.

Cir. 5,500 Cc (Not available).

JOURNAL OF FOREIGN TRADE OF INDIA

English Monthly; Rs. 21 or \$ 8 (yearly subs.); Add. Directorate of Commercial Publicity, Ministry of International Trade, Govt. of India, Udyog Bhavan, New Delhi-11; Grams: COMIND; Phone 34622.

Ad. Rates Single insertion F. Pg. Rs. 400, H. Pg. Rs. 175, Qr. Pg. Rs. 100.

Mech. Data Pages 110 to 118; Size 29.4 cms. x 21.25 cms.; Print area F. Pg. 24.4 cms. x 16.25 cms.; H. Pg. 16.25 cms. x 11.25 cms., 25.4 cms. x 7.5 cms.; Qr. Pg. 16.25 cms. x 5.6 cms., 11.25 cms. x 7.5 cms.

Gen. Inf. Ed. Director of Publicity; Pubd. by Ministry of International Trade; Policy: Foreign Trade of India.

Cir. 3,000 Cc (PR Not available).

KOTHARI'S ECONOMIC GUIDE AND INVESTORS' HAND BOOK OF INDIA

(Formerly Investors' Encyclopaedia) English Yearly; Rs. 50; Add. Oriental Bldgs., Armenian St., Madras-1 (Md.); Grams: KOTHARI; Phone 22431.

Ad. Rates Ord. F. Pg. Rs. 750, 3/4 Pg. Rs. 450, H. Pg. Rs. 375, Qr. Pg. Rs. 200 per insertion; Cover Pgs. & other spl. pos. rates on application.

Mech. Data Pages 3,500; Size 24 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1934; Ed. P. H. Parekh; Pubd. by M/s. Kothari & Sons.

Cir. 5,000 Cc (PR Not available).

NATIONAL INVESEMENT & FINANCE

English Fortnightly; Re. 1; Add. Dr. Hari Ram Bldg., Nicholson Rd., Delhi-6.

Ad. Rates Casual F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 90; Company's Law report & Chairman's Speech Rs. 375 per pg.; Back cover Rs. 450 (2 colours); Inside back cover Rs. 350; Inside front Rs. 350; Front cover Panel Rs. 300 (2 colours).

Mech. Data Size 31 cms. x 24 cms.; Print area 28 cms. x 21 cms.; n.c. 3; c. 1. 28 cms.; c.w. 6 cms.; Paper used super calendar; Title cover Art paper (2 colours); Blocks and Stereos accepted.

Gen. Inf. Estd. 1942; Ed. G. L. Kapoor; Ad. Mgr. Gopal Krishan; Policy: Industrial & Financial.

Cir. 3,200 Cc.

RECORDS AND STATISTICS

English Quarterly Bulletin; Add. Uco Bank Bldg., P.O. Box No. 34, Parliament St., New Delhi; Grams: RESEARCH; Phones 44984, 48489.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 200; 2nd & 3rd covers Rs. 400 each & 4th cover Rs. 450 per insertion.

Mech. Data Pages 64; Print area 28 cms. x 17 cms.; n.c. 2; c. 1. 28 cms.; c.w. 8.2 cms.; Screen 65; Mats and Stereos accepted.

Gen. Inf. Ed. R. V. Murthy; Policy: Survey & Statistics of Economic Trends every quarter (An Eastern Economist Publication).

Cir. Not available.

SOUTH INDIA INDUSTRIAL REPORTER

English Monthly; 40P; Add. P. O. Box No. 666, 140 Goudiya Mutt Rd., Madras-14 (Md.); Grams: SIRE.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 110, Qr. Pg. Rs. 75 per insertion; Casual Rs. 3.60 s.c.cm.; Back cover Rs. 250.

Mech. Data Pages 36; Size 27.5 cms. x 21 cms.; Print area 23.5 cms. x 17.5 cms.; n.c. 3; c. 1. 23.5 cms.; c.w. 5.5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. N. L. Govindaraj; Policy: Industrial development.

Cir. 5,000 Cc (PR Not available).

Language

UDYOG BHARATI

Hindi Monthly; 60P; Add. 161/1 Mahatma Gandhi Rd., Calcutta-7 (Ben.); Grams: CENTPUBLIS; Phone 33-8082.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50, Qr. Pg. Rs. 25 per insertion; Further details on application.

Mech. Data Pages 64; Size 25 cms. x 15.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65 Ordinary, 133 Art; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. & Pub. K. P. Shrivastava; Ad. Mgr. S. P. Shrivastava,

Cir. 6,030 Cc (PR Not available).

UDYOG VYAPAR PATRIKA

Hindi Monthly; 50P, (yearly subs. Rs. 6); Add. Directorate of Commercial Publicity, Ministry of International Trade (Commerce & Industry), Govt. of India, Udyog Bhavan, New Delhi-11; Grams: COMIND; Phone 30221/394.

Ad. Rates Single insertion F. Pg. Rs. 125, H. Pg. Rs. 65, Qr. Pg. Rs. 35 per insertion; 3 issues in 3 months: F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 (lot); 6 issues in 6 months: F. Pg. Rs. 550, H. Pg. Rs. 330, Qr. Pg. Rs. 175 (lot); Classified Directory of double column inch at a flat rate of Rs. 100 for one year (12 insertions in 12 issues).

Mech. Data Pages 90 to 100; Size 26.8 cms. x 21.6 cms.; Print area 21.6 cms. x 16.5 cms.; n.c. 2 & 3; c. 1. 21.6 cms.; c.w. 5 cms. & 8 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. Director of Commercial Publicity; Policy: Trade Journal.

Cir. 3,500 Cc (PR Not available).

IRON & STEEL

English

INDIAN STEEL AGE

English Monthly; Re. 1; Add. 640, Double Storey, New Rajinder Nagar New Delhi-5; Phone 52851.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 200 per insertion; Cover Pgs.: Back cover Rs. 700, Inside Front cover Rs. 600, Inside Back cover Rs. 500 per insertion.

Mech. Data Pages 56; Size 27.5 cms. x 22.5 cms.; Print area 22.5 cms. x 17 cms.; n.c. 2 & 3; c. 1. 22.5 cms.; c.w. 8 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. R. K. Bhanot; Ad. Mgr. & Pub. S. K. Bhanot.

Cir. 5,000 Cc (PR Not available).

INDIAN STEEL JOURNAL

English Monthly; Re. 1, (yearly subs. Rs. 10); Add. 153 Narayan Dhuru St., Bombay-3 (Mh.); Phone 322371/Ext. 29.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 115, 1 col. Rs. 115, 2nd cover Rs. 250, 3rd cover Rs. 250; 4th over Rs. 300 per insertion; Colour ads. 15% extra; Contract ads. 15% reduction in above rates.

Mech. Data Print area 23 cms. x 18 cms.; n.c. 2; c. 1. 23 cms.; c.w. 8.5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. S. P. Khosla.

Cir. PR 1,200.

IRON AND STEEL AND HARDWARE JOURNAL OF INDIA

English Monthly; Rs. 2.50; Add. Manu Mansion, 16 Old Custom House Rd., Bombay-1 (Mh.); Grams: COMPUbli; Phones 254012, 251991.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 200, Qr. Pg. Rs. 125 per insertion; Rates for cover Pgs., Spl. pos. & colour ads. etc. on application.

Mech. Data Pages 54; Print area 17.94 cms. x 21.86 cms.; n.c. 2; c. 1. 21.8 cms.; c.w. 8.25 cms.; Screen 80 to 100; Stereos and Blocks accepted.

Gen. Inf. Estd. 1957; Ed. Roshanlal Wadhwa; Ad. Mgr. J. C. Chadha; Pubd. by Commercial Publications (India); Policy: Devoted to Iron & Steel problems.

Cir. 4,175 Cc (PR Not available).

IRON AND STEEL REVIEW

English Monthly; Rs. 2.50; Add. 10 Chowringhee Rd., Calcutta-13 (Ben.); Grams: STEELNEWS.

Ad. Rates Ord. Casual F. Pg. Rs. 250, H. Pg. Rs. 140 per insertion; Contract 6 insertions & over F. Pg. Rs. 200, H. Pg. 110 per insertion; Casual Back cover Rs. 600, Contract Rs. 500 per insertion; Casual 2nd & 3rd covers Rs. 450 each; Contract Rs. 400 per insertion.

Mech. Data Size 28 cms. x 21 cms.; Print area 22 cms. x 15 cms.; c. 1. 20 cms.; c.w. 8 cms.; Screen 100; Mats and Stereos accepted.

Gen. Inf. Estd. 1957; Policy: Dealing with problems of Iron, Steel, Coal & Engineering etc.

Cir. Not available.

TISCO

English Quarterly; Rs. 8; Add. Tata Iron & Steel Co. Ltd., Jamshedpur (Bih.); Grams: PROTATA; Phone 464.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 160 per insertion; Cover Pgs. Rs. 320 each per insertion; Pg. facing reading matter Rs. 320; Colour ads. 20% extra for each colour.

Mech. Data Pages 60; Size 28 cms. x 22 cms.; Print area 22 cms. x 16 cms.; n.c. 2; c. 1. 22 cms.; c. w. 8 cms.; Screen 110 to 120; Mats accepted.

Gen. Inf. Jt. Eds. P. N. Mookerji, R. L. Kapoor & K. Banerjee; Chairman. Edtl. Board G. Kumar; Policy: Technical Journal of Tisco Ltd.

Cir. Not available.

LEATHER

English

JOURNAL OF THE INDIAN LEATHER TECHNOLOGISTS ASSOCIATION

English Monthly; yearly subs. Rs. 12, (Foreign) Rs. 18; Add. Mercantile Bldg., Lal Bazar, Calcutta-1 (Ben.); Phone 22-3401.

Ad. Rates Ord. F. Pg. Rs. 90, H. Pg. Rs. 50 per insertion; Front cover 12.5 sq. cms. Rs. 250, Back cover Rs. 175, 2nd & 3rd covers Rs. 125 each per insertion; 10% & 15% series discounts for 6 & 12 insertions respectively.

Mech. Data Pages 68; Size 22.5 cms. x 15 cms.; Print area 20 cms. x 12.5 cms.; n.c. 1; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. J. M. Dey; Ad. Mgr. A. Basu; Pubd. by I.L.T.A.; Policy: Promoting Leather Industry.

Cir. 1,100 Cc (PR 550)

LEATHER SCIENCE

(Previously known as Bulletin of the Central Research Institute) English Monthly; (Inland) Re. 1, (Foreign) Rs. 1.50; Add. Central Leather Research Institute, Adyar, Madras-20; Grams: CENLESEARCH; Phone 41232.

Ad. Rates On application.

Mech. Data Pages 48; Size Crown quarto; Print area 13.7 cms. x 20 cms.; n.c. 2; c. w. 6.87 cms.; Screen 80 to 100; Blocks or matter for type[set] accepted.

Gen. Inf. Estd. 1954; Ed. (Dr.) Y. Nayudamma; Mg. Ed. & Pub. (Dr.) V. S.

Padmanabhan; Policy: Dissemination of Scientific Knowledge to Leather Industry.

Cir. 250 Cc (PR 300).

MACHINERY

English

INDIAN MACHINE TOOLS JOURNAL

English Monthly; Re. 1, (yearly subs. (India) Rs. 10, (Foreign) 18 Shillings; Add. 75 New Stock Exchange Bldg., Apollo St., Bombay-1 (Mh.); Phone 252020.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 65 per insertion; Cover Pgs.: Front (3 colours) Rs. 400, 2nd cover (2 colours) Rs. 300, 3rd cover (2 colours) Rs. 250, 4th cover (3 colours) Rs. 350 per insertion.

Mech. Data Size 24 cms. x 17.5 cms.; Print area 20 cms. x 14 cms.; Screen (inside) 100, (cover) 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. M. Largo-Afonso; Ad. Mgr. S. Mendonza; Policy: Promotion of Machine Tools Industry & Trade.

Cir. 3,000 Cc (PR Not available).

MACHINE BUILDING INDUSTRY

English Bi-monthly; Rs. 3, (yearly subs. Rs. 15); Add. 14 Sidh Prasad, Ghatkopar Mahul Rd., Chembur Bombay-71 (Mh.); City Office: 2nd floor, Military Square Lane, Bombay-1; Phone 251636.

Ad. Rates Ord. F. Pg. Rs. 400, H. Pg. Rs. 225, Qr. Pg. Rs. 120 per insertion; Covers: Front cover (3 colours) Rs. 800, Front 2 colours Rs. 550, Inside Back (2 colours) Rs. 500 per insertion; Inside Pg. panels Rs. 50 per panel.

Mech. Data Pages 120; Size 28.5 cms. x 22 cms.; Print area 24 cms. x 17.5 cms.; n.c. 2; c. 1. 24 cms.; c.w. 8.5 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. S. T.

Chary; Policy: Devoted to Indian Machinery Manufacturers, Dealers & Mechanical Engineers.

Cir. 5,000 Cc (PR Not available).

MACHINE INDIA

English Monthly; Rs. 1.50; Add. 126-A Dhuruwadi off Dr. Nariman Rd., Bombay-28 (Mh.).

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, 1/3rd Pg. Rs. 130 per insertion.

Mech. Data Print area 22.5 cms. x 17.5 cms.; Blocks & Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. R. V. Raghavan; Policy: Devoted to machinery & machine-tool manufacture.

Cir. 3,000 Cc (PR 766).

MACHINERY & MACHINE TOOL JOURNAL

English Monthly; Rs. 1.50; Add. Shakti Press Bldg., 4 Ansari Rd., Daryaganj, Delhi; Phone 272837.

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 160, 1/3 Pg. Rs. 110 per insertion; Back cover 2 colours Rs. 500, Inside covers Rs. 400 per insertion; Casual Rs. 6 s.c.cm.

Mech. Data Pages 32; Size 27.5 cms. x 22.5 cms.; Print area 22.5 cms. x 17 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. Ram Prakash; Ad. Mgr. Inder Mohan; Pub. Santosh Kumari; Policy: Machinery, Industrial Publication.

Cir. 3,450 Cc (PR 1,823).

MANAGEMENT

English

INDIAN MANAGEMENT

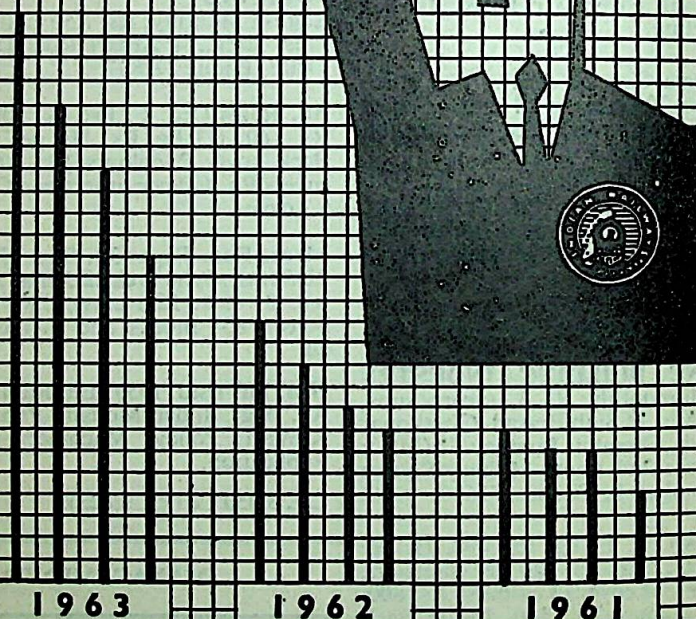
English Bi-monthly; Re. 1; Add. 12A Nizamuddin West, New Delhi-13; Grams: MANAGIND; Phone 611839.

Ad. Rates Back cover Rs. 375, 2nd cover Rs. 300, 3rd cover Rs. 250; F. Pg. Rs. 200, H. Pg. Rs. 125.

SELECT**S. E. RAILWAY****MEDIA****ENJOY
SALES***Sites Available at*

- KHARAGPUR
- CUTTACK
- BHUBANESWAR
- PURI
- TATANAGAR
- ADRA
- BURNPUR
- RAIPUR
- RANCHI
- BHILAI
- ROURKELLA &
HUNDRED OTHER
STATIONS

- NEON SIGN
- HOARDING
- PLATE
- ILLUMINATED
PLATE & BOARD
- SHOWCASE
- GRAPHIC DISPLAY
- ETC.



COMMERCIAL PUBLICITY OFFICER
SOUTH EASTERN RAILWAY

11, GARDEN REACH ROAD, CALCUTTA 43 • PHONE - 452232 455349.

CPuo/2/84

Mech. Data Pages 56; Size 26.5 cms. x 21 cms.; Print area 22.5 cms. x 16 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 7.5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. J.K. Abraham; Policy: Professional magazine devoted to improving management in India.

Cir. 3,000 Cc (PR 1,525).

MANAGEMENT EXECUTIVE

English Bi-monthly; Add. P.O. Box No. 1914, Bombay-1 (Mh.); Grams: MANAGEMENT; Phone 40561.

Ad. Rates Casual Ord. F. Pg. Rs. 360, H. Pg. Rs. 190, Qr. Pg. Rs. 100; Spl. pos. & cover Pg. rates etc. on application; 10% discount for Contract for one year.

Mech. Data Pages 96; Size 27 cms. x 21.25 cms.; Print area 25 cms. x 17.5 cms.; n.c. 3; c. 1. 2 cms.; c.w. 5.5 cms.; Screen 120; Blocks and Stereos accepted.

Gen. Inf. Ed. K. S. Gupta; Pubd. for the Bombay Labour Bureau by Business Associates Pvt. Ltd.

Cir. 3,500 Cc (PR 1,000).

THE MATERIALS-MANAGEMENT JOURNAL OF INDIA

(Formerly The Eastern Purchasing Journal); English Monthly; Rs. 3.50 (Annual subs. in India Rs. 32); Add. D-409, Defence Colony, New Delhi-3; Grams: PICVAM; Phone 75316.

Ad. Rates Ord. F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100; Inside Front cover Rs. 450, Inside Back cover Rs. 425, Back cover Rs. 500.

Mech. Data Pages 40; Size 26 cms. x 21 cms.; Print area 22 cms. x 17 cms.; n.c. 2; c. 1. 22 cms.; c.w. 8 cms.; Screen 85; Mats and Stereos accepted.

Gen. Inf. Estd. 1960; Ed.-in-Chief, A.R. Palit; Pub. & Ed. P. G. Menon; Research Ed. C. K. Karunakaran; Business Mgr. A. Poulse; Policy: India's only periodical dealing with Purchasing, Storekeeping and all other aspects of Materials-Management; Member: IENS.

Cir. 900 Cc.

ADVERTISEMENT

A Statement by the Publisher

Materials-management is an integrated approach to normally compartmentalised activities. It reduces materials-costs, which form over 60% of the average Indian firm's production cost. 90% of working capital is in inventory, which materials-management can reduce by over 30%. Ours is the only such Journal in India. Our readers: men concerned with design, purchase, storage, production, transportation, finance and general management in government, and large and medium-size firms. We also run courses and seminars on cost-reduction through materials-management.

MEDICAL

English

ANTISEPTIC

English Monthly; Rs. 1.50; Add. 323/324 Thambu Chetty St., Madras-1; Grams: ANTISEPTIC; Phones 23363, 22796.

Ad. Rates Ord. pos. F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 70; Spl. pos.: Pgs. in Front section of the Journal 10% extra; Right hand 15% extra; Top-half 25% extra over H.Pg. rate; Price list ads. in Spl. types 25% extra; Right hand or Pg. facing 1st reading matter or leader 75% extra; Pgs. facing Inside or Back covers or contents or index to ads. 50% extra; Cover Pg. rates on application; 1 colour ads. other than Black & 2 colours of which one is Black 50% extra; 3 colours of which one is Black 75% extra; 10% & 5% series discounts for Contract of 12 & 6 consecutive insertions, respectively.

Mech. Data Pages 100; Print area 20.32 cms. x 12.70 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 6.35 cms.; Screen 65; Blocks accepted.

Gen. Inf. Estd. 1904; Ed. (Dr.) U. Vasudeva Rau; Ad. Mgr. R. Subramanyam; Pubd. by Antiseptic.

Cir. 13,300 Cc (PR 12,705).

BULLETIN OF THE INDIAN SOCIETY FOR MALARIA AND OTHER COMMUNICABLE DISEASES

English Quarterly; (yearly subs.) Rs. 10; Add. 22 Alipur Road, Delhi-6; Phone 228061.

Ad. Rates Rs. 75 to 160 per Pg. per insertion.

Mech. Data Pages 200 to 430; Size 24.5 cms. x 18.5 cms.; Print area 19.5 cms. x 14 cms.; n.c. 1; c. 1. 19.5 cms.; c.w. 14 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. (Dr.) A. K. Krishnaswami; Pubd. by Indian Society for Malaria and Other Communicable Diseases.

Cir. 475 Cc (PR 413).

CALCUTTA MEDICAL JOURNAL

English Monthly; Add. 91B Chittaranjan Avenue, Calcutta (Ben.); Phone 34-1705.

Ad. Rates Ord. pos.: Full Pg. Rs. 120; Contract 3 insertions Rs. 116, 6 insertions Rs. 112, 12 insertions Rs. 108 per insertion; Casual H. Pg. Rs. 60; Contract 3 insertions Rs. 58, 6 insertions Rs. 56, 12 insertions Rs. 54 per insertion; Spl. pos. & cover Pg. rates on application.

Mech. Data Pages 48; Size 24 cms. x 17.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1906; Ed. (Dr.) K. K. Sen Gupta; Pubd. by Calcutta Medical Club.

Cir. 2,000 (PR 971).

CURRENT MEDICAL PRACTICE

English Monthly; (yearly subs.) Rs. 15; Add. India House, Opp. G.P.O., Bombay-1. (Mh.).

Ad. Rates F. Pg. Rs. 210, H. Pg. Rs. 110, Qr. Pg. Rs. 55 per insertion; Cover Pages: 1st cover Rs. 350, 2nd cover Rs. 275, 3rd cover Rs. 225, 4th cover Rs. 300 per insertion; 5% & 10% series discounts for 6 & 12 insertions, respectively.

Mech. Data Pages 80 to 100; Size 24.13 cms. x 18.41 cms.; Print area 21.59 cms.

x 13.53 cms.; n.c. 2. c. 1. 21.59 cms.; c.w. 5.92 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. (Dr.) M. M. Desai; Policy: Devoted to medicine & surgery; Pubd. by the Current Technical Literature Co. (Pvt.) Ltd.

Cir. 5,600 Cc (PR 740).

EASTERN PHARMACIST

English Monthly; Re. 1 (yearly subs. Rs. 10); Add.: E/38 Hauz Khas Enclave, New Delhi-16; Grams: PAMPOSH; Phone 76623.

Ad. Rates Ord. pos. F. Pg. Rs. 250, H. Pg. Rs. 150, Qr. Pg. Rs. 80 per insertion; Further details & spl. pos. rates on application; Series discounts of 5% & 10% for 6 & 12 cosecutive insertions.

Mech. Data Pages 54; Size 25 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen upto 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. Mohan C. Bazaz; Pub. Kanwal Kishore; Advt. Mgr. K. Kishore; Policy: Devoted to Pharmaceutical Trade, Industry & Profession.

Cir. 5,000.

HEALTH & WELFARE

English Monthly; 75P; Add. 14 Dover Park, Calcutta-19 (Ben.); Phone 47-2583.

Ad. Rates Ord. pos.: Contract F. Pg. Rs. 100, H. Pg. Rs. 56, Qr. Pg. Rs. 30, 1/8 Pg. Rs. 17.50 per insertion; Front cover Rs. 100; 4th cover & Pg. opp. 1st Pg. reading matter 100% extra; Casual insertions 25% extra over the above rates.

Mech. Data Pages 40; Size 24.96 cms. x 18.56 cms.; Print area 20.32 cms. x 15.26 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 7.62 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. (Dr.) B. Ganguli, Associate Ed. (Smt.) Chitralekha Tagore; Ad. Mgr. P. Chatterjee; Pubd. by Health & Welfare (Pvt.) Ltd.; Policy: Promoting sanitary consciousness & social services ideas in people.

Cir. 4,000 Cc (PR 1,018).

HOME DOCTOR

English Monthly; yearly subs. Rs. 7.50; Add. India House, Opp. G.P.O. Bombay-1 (Mh.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60; Cover Pgs.: 1st cover Rs. 200, 2nd cover Rs. 175, 3rd cover Rs. 150, 4th cover Rs. 175.

Mech. Data Pages 100; Size 19.05 cms. x 13.97 cms.; Print area 16.21 cms. x 11.43 cms.; n.c. 2; c. 1. 16.21 cms.; c.w. 5.71 cms.; Screen 80 to 100; Blocks accepted.

Gen. Inf. Estd. 1962; Ed. (Dr.) M. M. Desai; Pubd. by Current Technical Literature Co. (Pvt.) Ltd.; Policy: To provide authoritative information to the general public concerning its health & well-being. Important articles appearing in the "Family Doctor", Pubd. by the B.M.A., are being reproduced under an exclusive arrangement.

Cir. 2,000 Cc (PR 488).

INDIAN JOURNAL OF DERMATOLOGY

English Monthly; Rs. 2 (Supplied free to the members of the Dermatological Society of India); Add. 78 Dharamtalla St., Calcutta-13 (Ben.); Phone 24-4547.

Ad. Rates Ord. pos.: Casual F. Pg. Rs. 150, H. Pg. Rs. 100, Qr. Pg. Rs. 75 per insertion; For 4 issues in one year F. Pg. Rs. 300, H. Pg. Rs. 200, Qr. Pg. Rs. 150 respectively (lot); Back cover 1 insertion Rs. 200, Inside 2nd cover & 3rd cover Casual Rs. 200 each per insertion; For issues in one year Rs. 500 each (lot).

Mech. Data Pages 30 to 40; Size 24 cms. x 18.5 cms.; Print area 21.5 cms. x 15 cms.; n.c. 2; c. 1. 2.5 cms.; c.w. 7.5 cms.; Screen 110; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. (Prof.) B. N. Banerjee; Ad. Mgr. (Dr.) S. C. Mitra; Policy: Advancement of research.

Cir. PR 500.

INDIAN JOURNAL OF DERMATOLOGY AND VENEREOLOGY

English Bi-monthly; Rs. 2.25; Add. C/o (Dr.) T. K. Mehta, 31 A Queen's Rd., Bombay-4 (Mh.); Phone 23120.

Ad. Rates Ord. pos.: F. Pg. Rs. 150, H. Pg. Rs. 100, Qr. Pg. Rs. 60; Facing or between reading matter F. Pg. Rs. 250, H. Pg. Rs. 126; Cover Pgs.: Front covers Rs. 350, Last cover Rs. 300, Inside Rs. 250; Pg. facing Inside covers Rs. 180 per insertion; Colour ads. 50% extra per colour.

Mech. Data Pages 60; Size 24 cms. x 18 cms.; Print area 20 cms. x 13 cms.; n.c. 1; c. 1. 20 cms.; c.w. 13 cms.; Screen 133; Blocks accepted.

Gen. Inf. Estd. 1935; Ed. (Dr.) T. K. Mehta; Pubd. by Indian Association of Dermatologists & Venereologists; Policy: Medical.

Cir. 1,200 Cc (PR 883).

INDIAN JOURNAL OF MEDICAL RESEARCH

English Monthly; (Inland) Rs. 3.50, (Foreign) Rs. 4, (yearly subs.) (Inland) Rs. 35, (Foreign) Rs. 40; Add. Editl. Office: Central Research Institute, Kasauli (Pun.); Business Office: Box No. 494, Ansari Nagar, New Delhi-16; Grams: (Kasauli) PROBLEM, (Delhi) SCIENTIFIC; Phones (Kasauli) 62, (Delhi) 76251/3.

Ad. Rates Ord. 1st insertion F. Pg. Rs. 65, H. Pg. Rs. 40; 2nd & subsequent insertions F. Pg. Rs. 60, H. Pg. Rs. 35 per insertion; Inside 1st & Last covers 1st insertion Rs. 150, 2nd & subsequent insertions Rs. 125 per insertion; Other details on application.

Mech. Data Pages 100-125; Size 25 cms. x 18 cms.; Print area 19 cms. x 13.5 cms.; n.c. 1; c. 1. 19 cms.; c.w. 13.5 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Ed. (Dr.) J. B. Shrivastav; Ad. Mgr. D. D. Shukla; Pubd. by Indian Council of Medical Research; Policy: Medical Research.

Cir. 7,000 Cc (PR Not available).

INDIAN JOURNAL OF MEDICINE AND SURGERY

English Monthly; Re. 1; Add. Amin-gate St., Banga (Pun.); Grams: MED-JOURNAL; Phone 22.

Ad. Rates Ord. F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 80 per insertion;

Front cover (13.75 cms. x 16.25 cms.) Rs. 350, Back cover (20 cms. x 15 cms.) Rs. 300, Inside Front & Back covers Rs. 250 each; Printed inserts of one leaf (2 Pgs.) Rs. 300.

Mech. Data Pages 65; Size 24 cms. x 18.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1935; Ed. (Dr.) K. C. Kapoor; Ad. Mgr. T. Offerman; Pub. (Dr.) Krishnachand.

Cir. 9,522 Cc (PR 1,716).

INDIAN JOURNAL OF PEDIATRICS
English Monthly; Rs. 1.50; Add. 56/2 Creek Row, Calcutta-14 (Ben.); Phone 24-3653.

Ad. Rates Ord. pos. F. Pg. Rs. 175, H. Pg. Rs. 100 per insertion; Contract 6 insertions F. Pg. Rs. 170, H. Pg. Rs. 95 per insertion; 12 insertions F. Pg. Rs. 160, H. Pg. Rs. 90 per insertion; Cover Pgs.: Inside Front, 1 insertion Rs. 200, 6 insertions Rs. 195, 12 insertions Rs. 190 per insertion; Inside Back: 1 insertion Rs. 150, 6 insertions Rs. 140, 12 insertions Rs. 130 per insertion; Outside Back 1 insertion Rs. 250, 6 insertions Rs. 235, 12 insertions Rs. 225 per insertion; Other spl. rates etc. on application.

Mech. Data Pages 56; Size double crown quarto; Print area 19 cms. x 12.5 cms.; n.c. 2; c. 1. 19 cms.; c.w. 6 cms.; Screen 90; Blocks and Stereos accepted.

Gen. Inf. Estd. 1933; Ed. (Dr.) Amala Chaudhuri; Pub. (Dr.) K. C. Chaudhuri; Ad. Mgr. J. C. Nawn; Policy: Devoted to Child Health.

Cir. 1,500 Cc (PR 600).

INDIAN JOURNAL OF PHARMACY
English Monthly; Rs. 1.50; Add. Bharati Bhavan, 213-19, Frere Rd., Bombay-1 (Mh.).

Ad. Rates On application.

Mech. Data Pages 40; Size 23.8 cms. x 17.5 cms.; Print area 20 cms. x 13.8 cms.; c. 1. 20 cms.; c.w. 6.3 cms.; Screen upto 80.

Gen. Inf. Estd. 1939; Ed. (Dr.) G. B.

Ramasarma; Pubd. by Indian Pharmaceutical Association.

Cir. 2,500 Cc (PR 2,942).

INDIAN JOURNAL OF TUBERCULOSIS

English Quarterly; Rs. 3.25; Add. 3 Red Cross Rd., New Delhi-1.

Ad. Rates Casual: F. Pg. Rs. 175, H. Pg. Rs. 90 per insertion; Contract F. Pg. Rs. 150, H. Pg. Rs. 80 per insertion; Casual: outside Back cover, Inside Back cover & Inside Front cover Rs. 275, Contract Rs. 250 per insertion.

Mech. Data Print area 20.32 cms. x 12.70 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 6.35 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. (Dr.) P. K. Sen; Pubd. by the Tuberculosis Association of India; Policy: Devoted to campaign against Tuberculosis.

Cir. 3,000 Cc (PR 800).

INDIAN JOURNAL OF VETERINARY SCIENCE AND ANIMAL HUSBANDRY

English Quarterly; Rs. 2.25; Add. Indian Council of Agricultural Research, Krishi Bhavan, New Delhi; Grams: AGRISEC; Phone 31748.

Ad. Rates Casual F. Pg. Rs. 125, H. Pg. Rs. 70 per insertion; Contract 4 insertions F. Pg. Rs. 100, H. Pg. Rs. 60 per insertion; Min. size acceptable H. Pg.

Mech. Data Pages 80; Size 24 cms. x 18.5 cms.; Print area 19.7 cms. x 13.3 cms.; n.c. 1; c. 1. 19.7 cms.; c.w. 13.3 cms.; Screen 65; Stereos accepted.

Gen. Inf. Estd. 1931; Ed. P. Kachroo; Ad. Mgr. K. E. Sankaran; Pubd. by Indian Council of Agricultural Research.

Cir. 3,025 Cc (PR Not available).

INDIAN MEDICAL GAZETTE

English Monthly; Rs. 1.50; Add. 17A Madan Dutt Lane, Calcutta-12 (Ben.); Phones 34-2366, 34-1854 & 45-1092.

Ad. Rates Ord. pos.: F. Pg. Rs. 400, H. Pg. Rs. 225 per insertion; Covers: Back cover (3 colours) Rs. 800, 2nd

cover (3 colours) Rs. 700, 3rd cover (3 colours) Rs. 600 per insertion; Other spl. pos. rates on application.

Mech. Data Pages 96; Size 24 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c.1. 20 cms.; c.w. 7 cms.; Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. L. K. Pandeya; Ad. Mgr. K. Srinivasan; Policy: Promotion of Medicine & Surgery.

Cir. 20,000 Cc (PR 14,000 uncertified).

INDIAN MEDICAL JOURNAL

English Monthly; Re. 1, (yearly subs). (inland) Rs. 6, (foreign) Rs. 7.50; Add. 4B Parbati Chakrabarty Lane, Calcutta-26 (Ben.); Phone 47-3774.

Ad. Rates Casual: F. Pg. Rs. 180, H. Pg. Rs. 100, Qr. Pg. Rs. 50 per insertion; Contract: 6 insertions F. Pg. Rs. 160, H. Pg. Rs. 90, Qr. Pg. Rs. 45 per insertion; 12 insertions F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 40 per insertion; Spl. pos. rates & other details on application.

Mech. Data Pages 60; Size 27.95 cms. x 22.86 cms.; Print area 22.86 cms. x 17.78 cms.; n.c. 2; c. 1. 22.86 cms.; c.w. 8.25 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1906; Ed. (Dr.) A. N. Roy; Ad. Mgr. M. Das; Pubd. by All India Medical Licentiate Association.

Cir. 7,400 Cc (PR 3,315).

INDIAN MEDICAL RECORD

English Monthly; Re. 1 Add. Anukul Bhuvan & Rani Kathir, 14 Puranchand Nahar Avenue, Calcutta-13 (Ben.).

Ad. Rates Ord. pos.: Casual F. Pg. Rs. 130, H. Pg. Rs. 70, Qr. Pg. Rs. 40 per insertion; Contract 6 insertions F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; 12 insertions F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; Front cover Casual F. Pg. Rs. 225, H. Pg. Rs. 120, 6 insertions F. Pg. Rs. 200, H. Pg. Rs. 105, 12 insertions F. Pg. Rs. 180, H. Pg. Rs. 95 per insertion; Other spl. pos. rates on application; 10% rebate for advance payment of 12 insertions contract.

Mech. Data Pages 40; Size 26.5 cms. x 21.5 cms.; Print area 22.5 cms. x 15 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 7.5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1880; Eds. (Dr.) S. K. Mukerjee, (Dr.) D. R. Dhar; Ad. Mgr. H. N. Chatterjee; Pubs. G. C. Mukherjee & S. C. Mukherjee; Policy: Medical.

Cir. PR 200.

INDIAN PHARMACEUTICAL GUIDE

English Yearly; Add. Pamposh Publications, E/38 Hauz Khas Enclave, New Delhi-16; Grams: PAMPOSH; Phone 76623.

Ad. Rates Ord. pos. F. Pg. Rs. 400, H. Pg. Rs. 250, Qr. Pg. Rs. 150; Strip Rs. 125; Front cover Rs. 700; Other spl. pos. rates on application.

Mech. Data Pages 750; Size 25 cms. x 18 cms.; Print area 20 cms. x 15 cms.; Screen 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Pub. Kanwal Kishore; Mg. Ed. P. N. Bazaz; Edtl. Consultant Mohan C. Bazaz; Gen. Mgr. K. Kishore; Policy: Devoted to Pharmaceutical Trade, Industry & Profession.

Cir. 9,000.

INDIAN PRACTITIONER

English Monthly; Re. 1, (Spl. Number) Rs. 2, (yearly subs.) Rs. 10, (foreign) Rs. 12; Add. 231 D. Naoroji Rd. P.O. Box No. 376, Bombay-1 (Mh.); Phone 261668.

Ad. Rates Ord. pos.: F. Pg. Rs. 195, H. Pg. Rs. 100, Qr. Pg. Rs. 60 per insertion; Colour ads. 50% extra for each colour; Covers: Front cover Rs. 600, Back, cover Rs. 500, 2nd inside cover Rs. 400, & 3rd Inside cover Rs. 400.

Mech. Data Pages 100; Size 24 cms. x 16 cms.; Print area 20 cms. x 13 cms.; n.c. 1 & 2; c. 1. 20 cms.; c.w. 13 cms. & 6 cms.; Screen 60 to 80 Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Eds. (Dr.) K. K.

Datey & (Dr.) A. F. Golwalla; Pub. A. Peters; Policy: Medical.

Cir. 7,000 Cc (PR 2,500 uncertified).

INDIAN VETERINARY JOURNAL
English Monthly: Rs. 2; Add. No. 10, Avenue Road, Madras-34.

Ad. Rates F. Pg. Rs. 70, H. Pg. Rs. 40; Spl. pos. 50% extra.

Mech. Data Pages 100; Print area 20 cms. x 12.25 cms.; n.c. 1.; c. 1. 20 cms.; c.w. 12.25 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1924; Ed. Rao Sahib T. Vinayaka Mudaliar, G.M.V.C.; Pubd. by the Indian Veterinary Assn.; Policy: Advancement of Veterinary Science and to create esprit de corps amongst the members of the Veterinary Profession.

Cir. 3, 500 Cc (PR 3,176 uncertified).

INDIAN YEAR BOOK OF MEDICAL SCIENCES

English Annual; Rs. 29.50; Add. Indian House, Opp. G.P.O., Bombay-1 (Mh.).

Ad. Rates F. Pg. Rs. 210, H. Pg. Rs. 110; 2nd cover Pg. Rs. 275, 3rd cover Pg. Rs. 225.

Mech. Rates Pages 725; Size 21.56 cms. x 12.70 cms.; Print area 17.78 cms. x 10.16 cms.; Screen 80; Blocks accepted.

Gen. Inf. Estd. 1958; Eds. (Dr.) Rustom Jal Vakil & (Dr.) M.M. Desai; Pubd. by Current Technical Literature Co. (Pvt.) Ltd.; Policy: Medical Review.

Cir. 5,000 Cc (PR Not available).

JOURNAL OF THE BENGAL TUBERCULOSIS ASSOCIATION

English & Bengali Bi-monthly; Once in two months—Feb., Apr., June, Aug., Oct. & Dec.; Price 50P; Add. 21 Dr. Sundari Mohan Avenue, Calcutta-4 (Ben.); Grams: BENGALTIBI; Phone 44-3334.

Ad. Rates On application.

Mech. Data Pages 52 to 64; Size 21.5 cms. x 13.5 cms.; Print area 17.5 cms. x 10 cms.; n.c. 1.; c. 1. 17.5 cms.; c.w. 10 cms.; Screen 65; Blocks and Stereos accepted.

Gen. Inf. Estd. 1935; Ed. (Dr.) S. C. Law; Pubd. by Tuberculosis Propaganda & Socio-medical education.

Cir. PR 1,200.

JOURNAL OF THE INDIAN MEDICAL PROFESSION

English Monthly: Re. 1, (yearly subs. Rs. 9); Add. United India Bldg., Sir P. M. Rd., Bombay-1 (Mh.); Grams: INDJIMP; Phones 255331-2.

Ad. Rates Ord. pos.: F. Pg. Rs. 320, H. Pg. Rs. 170, Qr. Pg. Rs. 90, 1/8 Pg. Rs. 50 per insertion; Spl. pos. Facing reading matter and other guaranteed pos. 50% extra; Cover Pg. solus Front cover Back only Rs. 700, 2nd cover Rs. 550, 3rd cover Rs. 400, 4th cover Rs. 575 per insertion; Colour ads. Rs. 250 for each colour extra.

Mech. Data Pages 64; Size 28 cms. x 20.5 cms.; Print area 23 cms. x 17.5 cms.; n.c. 2; c. 1. 23 cms.; c.w. 8.5 cms.; Screen 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. (Dr.) C. K. Parikh; Pubd. by A. Mac Rae & Co. (Pvt.) Ltd.; Ad. Mgr. S. Sangameswaran; Policy: Devoted to Medical Science & Research; Progress of Pharmaceutical Industry.

Cir. PR 5,500.

JOURNAL OF THE OBSTETRICS & GYNAECOLOGY

English Monthly; Re. 1; Add. Pusa Rd., New Delhi-5; Phone 52736.

Ad. Rates Casual F. Pg. Rs. 125, H. Pg. Rs. 69, Qr. Pg. Rs. 38 per insertion, Contract 6 insertions F. Pg. Rs. 112, H. Pg. Rs. 58, Qr. Pg. Rs. 34 per insertion; 12 insertions F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Cover Pg. 30% extra.

Mech. Data Pages 28; Size 27.5 cms. x 16.5 cms.; Print area 21.5 cms. x 11.5 cms.; Screen 80 to 100; Blocks & Stereos accepted.

Gen. Inf. Estd. 1939; Ed. (Dr.) B. L. Kapur; Pubd. by Obstetrics & Gynaecology Society of Northern India; Policy: Midwifery & Maternity.

Cir. Not available.

JOURNAL OF OBSTETRICS AND GYNAECOLOGY OF INDIA

English Bi-monthly; Rs. 6, (yearly subs.) Rs. 27 in India, Pakistan & Burma; Other countries 50 shillings or 8 U.S. dollars; Add. Purandare Griha, Chowpatty Sea Face, Bombay-7 (Mh.); Phones 23020 & 20330.

Ad. Rates Ord. pos.: F. Pg. Rs. 100, H. Pg. Rs. 60; Outside Back cover Rs. 250. Inside Front & Back cover Rs. 200; Pg. facing 1st reading matter Rs. 150, pg. facing contents Rs. 150, Pg. facing inside front cover Rs. 150, Pg. facing inside back cover Rs. 150 per insertion; inserts Rs. 180; 10% series discount for 6 or more consecutive insertions.

Mech. Data Pages 130; Size 24.5 cms. x 18.5 cms.; Print area 19.5 cms. x 14 cms.; n.c. 2; c. 1. 19.5 cms.; c.w. 7 cms.; Screen 125; Blocks, Stereos and inserts accepted.

Gen. Inf. Estd. 1950; Ed. (Dr.) J. Jhirad; Secy. & Mgr. (Dr.) G. N. Vazifdar; Pubd. by The Federation of Obstetrics & Gynaecological Societies of India; Policy: Professional specialist.

Cir. 1,000 (PR 975).

LICENTIATE

English Monthly; 75P; Add. Nicholson Rd., Ambala Cantt. (Pun.); Grams: LICENTIATE.

Ad. Rates Ord. pos.: F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 30 per insertion; Covers: Outside Front or Back Rs. 200, Inside Front Rs. 150, Inside Back Rs. 125 per insertion; Series discount of 25% for 6 insertions & over.

Mech. Data Pages 44 to 48; Size 24 cms. x 18 cms.; Print area 20 cms. x 14.8 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.2 cms.; Screen 60; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. (Dr.) A. M. Deva; Ad. Mgr. P. K. Batta; Pubd. by the Licentiate (Regd. under Societies Registration Act, 1860); Policy: Journal of the medical profession.

Cir. 5,200 (PR 1,800).

MEDICAL DIGEST

English Monthly; (yearly subs.) Rs. 7; Add. 1 Nagindas Mansion, Girgaum Rd., Bombay-4 (Mh.); Grams: MEDIGEST; Phone 22305.

Ad. Rates Casual F. Pg. Rs. 140, H. Pg. Rs. 80, Qr. Pg. Rs. 60 per insertion; Contract 6 insertions F. Pg. Rs. 120, H. Pg. Rs. 70, Qr. Pg. Rs. 50 per insertion; 12 insertions F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 45 per insertion; Cover Pgs.: Casual Last & Front covers F. Pg. Rs. 260 each, 6 insertions Rs. 240, 12 insertions Rs. 220 per insertion; Casual Inside cover Rs. 200, 6 insertions Rs. 180, 12 insertions Rs. 160 per insertion; Other Spl. pos. rates on application.

Mech. Data Pages 80; Size 24.70 cms. x 16.2 cms.; Print area 19.6 cms. x 11.9 cms.; n.c. 1; c. 1. 19.6 cms.; c.w. 11.9 cms.; Screen 100 to 130 fine; Blocks accepted.

Gen. Inf. Estd. 1932; Hon. Ed. (Dr.) L.G. Bhat; Ad. Mgr. B. Subbarao; Pubs. (Drs.) Prabhakar N. Rao & B. N. Rao; Policy: Medico-Scientific & Politic.

Cir. 5,200 Cc (PR 600).

MEDICAL REVIEW OF REVIEWS

English Monthly; Re. 1; Add. 1193, Shara Kothi, Subzimandi, Delhi-6.

Ad. Rates F. Pg. Rs. 60, H. Pg. Rs. 32, Qr. Pg. Rs. 16 per insertion.

Mech. Data Print area 20 cms. x 11.25 cms.; Blocks accepted.

Gen. Inf. Estd. 1939; Ed. & Pub. (Dr.) J. R. Goyal; Policy: Medicine & Health.

Cir. 600 Cc (PR 400).

MEDICINE INTERNATIONAL

English Monthly; Rs. 2; Add. P.O. Box No. 16705, Calcutta (Ben.); Phone 45-4059.

Ad. Rates Ord. pos.: F. Pg. Rs. 250.

Mech. Data Pages 48 to 64; Size 21.25 cms. x 13.75 cms.; Print area 16.25 cms. x 10 cms.; n.c. 1; c. 1. 16.25 cms.; c.w. 10 cms.; Screen 65 to 85; Blocks & Stereos (mounted) accepted.

Gen. Inf. Estd. 1947; Ed. (Dr.) J. Dhar; Ad. Mgr. P. R. Basu; Pubd. by Heman-gini; Policy: Advancement of Scientific Medicine & Research.

Cir, 5,000 Cc (PR Not available).

MEDICINE & SURGERY

English Monthly; Add. Parsharam Bldg., Syajiganj, Baroda (Guj.); Grams: EXPORTRADE; Phone 4158.

Ad. Rates On application.

Mech. Data Size 25 cms. x 20 cms. Print area 20 cms. x 15 cms.; Screen 100 to 120; Blocks and Stereos accepted.

Gen. Inf. Ed. (Dr.) Anandlal B. Kothari; Policy: Devoted to medical & surgical science.

Cir. 6,500 Cc (PR 1,766).

MEDISCOPE

English Monthly; Rd. 1; Add. 27 Thanikachalam Chetty Rd., T. Nagar, Madras-17; Phones 41318, 62028.

Ad. Rates Casual: F. Pg. Rs. 180, H. Pg. Rs. 95, Qr. Pg. Rs. 55 per insertion; Contract 7 insertions F. Pg. Rs. 170, H. Pg. Rs. 90, Qr. Pg. Rs. 50 per insertion, 13 insertions F. Pg. Rs. 160, H. Pg. Rs. 85 per insertion; Spl. pos. & colour rates on application.

Mech. Data Pages 72; Size 24 cms. x 18.5 cms.; Print area 20 cms. x 14.5 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.8 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Ed. (Dr.) B. Rama Rao; Pub. A. Umapathi; Policy: Devoted to Medicine & Surgery.

Cir. 5,725 Cc (PR 386).

MODERN MEDICINE & THERAPEUTICS NEWS

English Monthly; Add. 31 Hamam St., Bombay-1 (Mh.); Grams: IPCOMAGS; Phone 252487.

Ad. Rates Casual 1 to 249 cms. Rs. 5 s.c.cm.; Contract 250 cms. & over Rs. 4 s.c.cm.

Mech. Data Print area 25 cms. x 19 cms.; n.c. 4; c. 1. 25 cms.; c.w. 4 cms.; Screen 75; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. J. T. Martin.

Cir. PR 200.

NAGARJUN

English Monthly; Rs. 1.50; Add. 17A, Madan Dutt Lane, Calcutta-12 (Ben.); Phones 34-1854, 34-2366, 45-1092.

Ad. Rates Ord. pos.: F. Pg. Rs. 300, H. Pg. Rs. 175; Covers: Back cover (3 colours) Rs. 800, 2nd cover (2 colours) Rs. 600, 3rd cover (2 colours) Rs. 550 per insertion; Reading matter F. Pg. (2 colours) Rs. 400, (3 colours) Rs. 500, (4 colours) Rs. 600 per insertion.

Mech. Data Pages 96; Size 25 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 85 to 120; Blocks and Stereos accepted.

Gen. Inf. Ed. & Pub. L. K. Pandeya; Ad. Mgr. K. Srinivasan; Policy: Promotion of Ayurveda.

Cir. 9,000 Cc (PR 9,000).

NURSING JOURNAL OF INDIA

English & 1 Pg. Hindi Monthly; Add. L-16 Green Park, New Delhi-16; Phone 76065.

Ad. Rates Casual: F. Pg. Rs. 175, H. Pg. Rs. 115, Qr. Pg. Rs. 60 per insertion; Contract: 6 insertions & over F. Pg. Rs. 130, H. Pg. Rs. 85, Qr. Pg. Rs. 45 per insertion; Casual Rs. 4 s.c.cm.; Cover Pgs.: Title cover Rs. 300, Back cover Rs. 250, Inner titles Rs. 175 each; Other details on application.

Mech. Data Pages 32; Size 26.25 cms. x 20.6 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms. Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1910; Ed. (Miss) I. Dorabji; Pubd. by Trained Nurses Association of India; Policy: Promotion of interest of the Nursing Profession & Service.

Cir. 8,500 Cc (PR 8,072).

PANEL PRACTITIONER

English Monthly; 50P; Add. A/2 Empress Mahal, Dadar T.T. Bombay-14 (Mh.); Phone 63241.

Ad. Rates Full Pg. Rs. 50, H. Pg. Rs. 30 per insertion; Front cover Rs. 100, Inside 3rd cover Rs. 75, Outside 4th cover Rs. 100 per insertion.

Mech. Data Pages 24; Size 24 cms. x 16.8 cms.; Print area 20 cms. x 12 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6 cms.; Screen up to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Ad. Mgr. (Dr.) R. D. Kamath; Pubd. by Insurance Medical Practitioners' Association.

Cir. 1,100 Cc (PR Not available).

PATNA JOURNAL OF MEDICINE

English Monthly; Re. 1; Add. Medical Association Rd., South East of Gandhi Maidan, Patna-4 (Bih.); Grams: PAT-JOURMED; Phone 24295.

Ad. Rates Ord. pos.: Contract F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 25 per insertion; Casual spl. pos. & Cover Pg. rates on application.

Mech. Data Pages 72; Size 24 cms. x 18 cms.; Print area 20.32 cms. x 15.24 cms. n.c. 2; c. 1. 20.32 cms.; c.w. 7.62 cms.; Screen 80 to 100; Blocks accepted.

Gen. Inf. Estd. 1925; Ed. (Dr.) P. B. Prasad; Business Secy. (Dr.) M. Chand; Pubd. by the Bihar State Branch of I.M.A. & Patna Medical Association.

Cir. 3,200 Cc (PR 3,113).

PHARMACEUTIST

English Monthly; Re. 1, (yearly subs. Rs. 10), Add. Builders Publications of India Pvt. Ltd., 11 Ratendon Rd., New Delhi-11; Grams: BUILDINDIA; Phone 617981.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 90 per insertion; Inside covers Rs. 400 each, Front cover Rs. 600, Back cover Rs. 500 per insertion; Series discounts of 5% & 10% for 6 & 12 consecutive insertions respectively.

Mech. Data Pages 50; Size 22.5 cms. x 21.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. S. S. Kumar; Ad. Mgr. Ramesh Kharwa; Pubd. by

Builders Publications of India Pvt. Ltd.; Policy: Devoted to the Pharmaceutical Industry in India and the Chemist & Druggist Trade.

Cir. 2,000 Cc (PR 1,500).

PUNJAB MEDICAL JOURNAL

English Monthly; (yearly subs.) Rs. 8; Add. Sodal Rd., Jullundur City (Pun.); Grams: PUNJAB MEDICAL JOURNAL.

Ad. Rates F. Pg. Rs. 120, H. Pg. Rs. 65, Qr. Pg. Rs. 45; Spl. pos. & Cover Pg. rates 50% extra.

Mech. Data Pages 60; Size 23.7 cms. x 18.7 cms.; Print area 18 cms. x 12.5 cms.; n.c. 1; c. 1. 18 cms.; c.w. 12.5 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. (Dr.) R. R. Laroia.

Cir. 5,800 Cc (PR 1,375).

SAFETY NEWS

English Monthly; 75P; Add. The Safety First Association of India, Veer Nariman Rd., Stadium House, Block 2, 2nd Floor, Bombay-1 (Mh.); Phone 245218.

Ad. Rates Casual: F. Pg. Rs. 100, H. Pg. Rs. 75 per insertion; Contract 12 consecutive insertions: F. Pg. Rs. 80, H. Pg. Rs. 50, per insertion; Back outside cover Rs. 150, Inside cover Pgs. Rs. 120 per insertion.

Mech. Data Pages 20; Size 24 cms. x 16.5 cms.; Print area 20 cms. x 13 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Ed. Z. G. Currimbhoy; Pubd. by Safety First Association.

Cir. 1,500 Cc (PR 1,000).

YOUR HEALTH

English Monthly; 75P; (yearly subs. Rs. 8); Add. 53 Creek Row, Calcutta-14 (Ben.); Grams: INMEDICI; Phone 24-5017.

Ad. Rates Ord. pos.: F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 50 per insertion; Spl. pos. Cover Pages: 2nd cover

F. Pg. Rs. 250, H. Pg. Rs. 150, 3rd cover
F. Pg. Rs. 200, H. Pg. Rs. 125, 4th cover
F. Pg. Rs. 300, H. Pg. Rs. 175 per inser-
tion; Other spl. pos. & colour ads.
rates on application; 10% & 5% series
discounts for 12 & 5 insertions respec-
tively.

Mech. Data Pages 36; Size 24.4 cms. x
17.8 cms.; Print area 20 cms. x 14.5
cms.; n.c. 2; c. 1.20; cms.; c.w. 6.9 cms.;
Screen 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. Lt.-Col. R. K.
Chakravarty; Ad. Mgr. M. L. Bannerjee;
Pubd. by the Indian Medical Associa-
tion; Policy: Devoted to health educa-
tion.

Cir. 1,800 Cc (PR 1,473).

Language

APKA SWASTHYA

Hindi Monthly; 50P; Add. Apka Swas-
thya Karyalaya, Varanasi (U.P.);
Grams: APKA SWASTHYA; Phone
2018.

Ad. Rates Ord. pos.: F. Pg. Rs. 100,
H. Pg. Rs. 60, Qr. Pg. Rs. 40 per inser-
tion; Rates for cover Pgs. & spl. pos.
on application; Series discounts of 15%
& 10% on 12 & 6 consecutive insertions
respectively.

Mech. Data Pages 40; Size 24.5 cms. x
17.5 cms.; Print area 20 cms. x 14 cms.;
n.c. 2; c. 1. 20 cms.; c.w. 6.75 cms.;
Screen 85 to 133; Blocks and Stereos
accepted.

Gen. Inf. Estd. 1953; Ed. (Dr.) B. S.
Mehta; Ad. Mgr. T. P. Mahendra;
Pubd. by Indian Medical Association,
Central.

Cir. 3,500 Cc (PR 926).

AROGYA

Hindi Monthly; 45P; Add. Arogya Man-
dir, Gorakhpur (U.P.); Grams:
NATURE; Phone 169.

Ad. Rates Ord. pos.: F. Pg. Rs. 200,
H. Pg. Rs. 110; 1 col. Rs. 75 per inser-
tion; Cover pages: 2nd & 3rd cover
Rs. 300 each, 4th cover (2 colours) Rs.
400 per insertion; Series discount of 5%
for 4 or more insertions.

Mech. Data Pages 24; Print area 23 cms.
x 18 cms.; n.c. 3; c. 1. 23 cms.; c.w. 5.7
cms.; Screen 65; Blocks accepted.

Gen. Inf. Estd. 1947; Ed. & Pub. Vittal
Das Modi; Ad. Mgr. C. D. Modi;
Policy: Devoted to Physical Culture &
Nature Cure.

Cir. PR 8,243.

AROGYA BODHINI

Malayalam Monthly; 75P; (yearly subs.
Rs. 7.75); Add. Watchman Publishing
House, Salisbury Park, Poona-1 (Mh.);
Grams: WATCHMAN; Phone 24164.

Ad. Rates On application.

Mech. Data Pages 20; Size 27.6 cms. x
21.5 cms.; Print area 24 cms. x 17.5
cms.; n.c. 3; c. 1. 24 cms.; c.w. 5.5
cms.; Screen 80 to 100; Cover 133;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. K. G. George;
Ad. Mgr. V. Raju; Pubd. by Orient
Watchman Publishing House, Poona.

Cir. 4,200 Cc (PR 4,229).

AYURVED PATRIKA

Marathi Monthly; 75P; (yearly subs.
Rs. 4); Add. Raviwar Peth, Nasik City
(Mh.); Phone 304.

Ad. Rates On application.

Mech. Data Pages 40; Size 25 cms. x
18.5 cms.; Print area 19 cms. x 15 cms.;
n.c. 2; c. 1. 19 cms.; c.w. 7.2 cms.;
Screen 60 to 80; Line Blocks accepted.

Gen. Inf. Estd. 1947; Ed. Vaidya G. B.
Kamat; Pubd. by Ayurved Seva Sangh;
Policy: Research & Promotion of Ayur-
vedic medical science.

Cir. 1,200 Cc (PR 966).

CHIKITSA JAGAT

Bengali Monthly; 62P; Add. P-79, New
C.I.T. Rd., Intally, Calcutta-14 (Ben.);
Grams: CHIJAGAT; Phone 441547.

Ad. Rates Casual: F. Pg. Rs. 220, H. Pg.
Rs. 135, Qr. Pg. Rs. 85 per insertion;
Cover 1st Pg. (Half) Rs. 500; 2nd & 3rd
Pgs. Rs. 330, 4th Pg. Rs. 450 per inser-
tion; Contract: F. Pg. Rs. 200, H. Pg.
Rs. 110, Qr. Pg. Rs. 60 per insertion;

Cover 1st Pg. (Half) Rs. 400, 2nd & 3rd Pg. Rs. 300, 4th Pg. Rs. 350 per insertion.

Mech. Data Pages 68; Size 17.70 cms. x 22.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.50 cms.; Screen 60 to 65.

Gen. Inf. Estd. 1928; Ed. (Dr.) A. D. Mukherji; Ad. Mgr. M. Sil; Policy: To propagate medical & public health matters on scientific line.

Cir. 4,293 Cc (PR 4,246).

DUKH NIWARAN

Punjabi Monthly; Add. Tarn Taran (Dist. Amritsar) (Pb.); Grams: DUKHNIWARAN; Phone 37.

Ad. Rates On application.

Mech. Data Pages 24; Size 18 cms. x 12 cms.; Print area 15 cms. x 9.5 cms.

Gen. Inf. Estd. 1906; Ed. Kaviraj Sukhbir Singh Vaidya; Pubd. by B. Mohan Singh Vaid & Sons; Policy: Health, Hygiene, Medicine & Diseases.

Cir. 5,000 Cc (PR 5,000).

MARGA DARSI

Telugu Monthly; 75P; (yearly subs. Rs. 7.75); Add. Oriental Watchman Publishing House, Salisbury Park, P.O. Box No. 35, Poona-1 (Mh.); Grams: WATCHMAN; Phone 24164.

Ad. Rates 1 to 325 cms. Rs. 1.85 s.c.cm.; 326 cms. to 1,250 cms. Rs. 1.75 s.c.cm.; 1,251 cms. to 3,200 cms. Rs. 1.55 s.c.cm.; 3,201 cms. & over Rs. 1.40 s.c.cm.; Pg. rate: Up to 3 Rs. 122, 4 to 8 Rs. 108, 9 & over Rs. 98.

Mech. Data Pages 20; Size 27.6 cms. x 21.5 cms.; Print area 24 cms. x 17.5 cms.; n.c. 3; c. 1. 24 cms.; c.w. 5.5 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1948; Ed. Ch. B. William; Ad. Mgr. V. Raju; Pubd. by the Oriental Watchman Publishing House, Poona; Policy: Devoted to promoting good health & humanity.

Cir. 6,200 Cc (PR 6,083).

NALVAZHI

(Good Way) Tamil Monthly; 75P; (yearly subs. Rs. 7.75); Add. Oriental Watchman Publishing House, Salisbury Park, P. O. Box No. 35, Poona-1 (Mh.); Grams: WATCHMAN; Phone 24164.

Ad. Rates 1 to 325 cms. Rs. 1.85 s.c.cm.; 326 cms. to 1,250 cms. Rs. 1.75 s.c.cm.; 1,251 to 3,200 cms. Rs. 1.55 s.c.cm.; 3,201 cms. & over Rs. 1.40 s.c.cm.; Pg. rate: Upto 3 Rs. 122, 4 to 8 Rs. 108, 9 & over Rs. 98.

Mech. Data Pages 20; Size 27.6 cms. x 21.5 cms.; Print area 24 cms. x 17.6 cms.; n.c. 3; c. 1. 24 cms.; c.w. 5.5 cms.; Screen 80 to 100; Cover up to 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1926; Ed. J. S. Dasou; Ad. Mgr. V. Raju; Pubd. by the Oriental Watchman Publishing House, Poona; Policy: Devoted to good health & humanity.

Cir. 16,100 Cc (PR 12,012).

SUDHANIDHI

Hindi Monthly; 31 P; Add. 5 Sammelan Marg, Allahabad (U.P.).

Ad. Rates On application.

Mech. Data Pages 24 to 32; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 80.

Gen. Inf. Estd. 1909; Ed. & Pub. Jaganath Pd. Shukla; Policy: Uplift of Ayurveda.

Cir. 1,000 Cc (PR 1,000).

SWASTHYA AUR JIVAN

Hindi Monthly; 75P; (yearly subs. Rs. 7.75); Add. Oriental Watchman Publishing House, Salisbury Park, P.O. Box No. 35, Poona-1 (Mh.); Grams: WATCHMAN; Phone 24164.

Ad. Rates 1 to 325 cms. Rs. 1.85 s.c.cm.; 326 cms. to 1,250 cms. Rs. 1.75 s.c.cm.; 1,251 cms. to 3,200 cms. Rs. 1.55 s.c.cm.; 3,201 cms. & over Rs. 1.40 s.c.cm.; Pg. rate: Up to 3 Rs. 122, 4 to 8 Rs. 108, 9 & over Rs. 98.

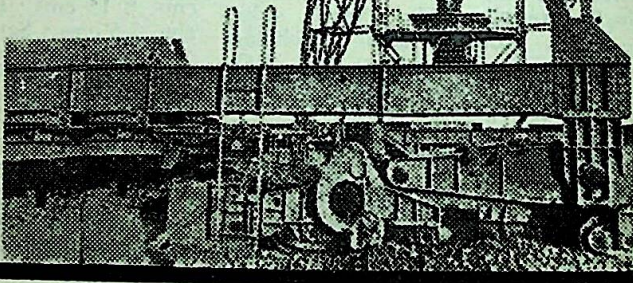
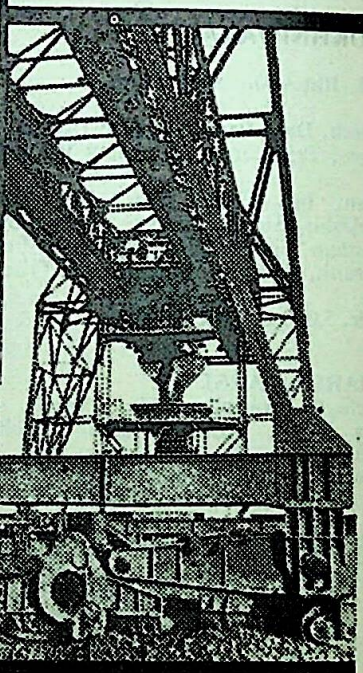
Mech. Data Pages 20; Size 27.6 cms. x 21.5 cms.; Print area 24 cms. x 17.5 cms.; n.c. 3; c. 1. 24 cms.; c.w. 5.5 cms.;

NEW HORIZONS....

Plans have been drawn up to develop not only mining, but railway and port capacities too, for the export of about 30 million tons of iron-ore by 1970. Some of the projects underway are :

Project	Capacity per year	Year of Completion
1. Kiriburu-Vizag project involving development of a mine at Kiriburu in Rourkela area; laying of railway lines between Kiriburu - Bimalgarh and Samthalpur - Tillagarh, and development of Visakhapatnam Port.	2 million tons	1965
2. Bailadila-Vizag project—new mining area to be opened; railway line to Visakhapatnam port to be laid, and the port further expanded	4 million tons	1967
3. Hospet-Madras project—laying of a Broad Gauge between Gunlakal and Hospet.	2 million tons	1965
4. Daitari-Paradip project—Mine at Daitari; Express Highway to Paradip; and development of Paradip port.	2 million tons	1965
5. Haldia project—Development of a satellite port at Haldia; and laying of a railway line upto the port.	2 million tons	1969
6. Hassan-Mangalore project—Development of Mangalore port, and laying of railway line between Hassan and Mangalore.	2 million tons	1967

Modern machinery and techniques for prospecting and mining, plus a comprehensive schedule of development have resulted in a thorough streamlining of the country's minerals export policy. We are committed to our country and to our clients to keep this lifeline open, and to create newer and broader horizons for the assimilation of India's quality ores.



THE MINERALS & METALS TRADING CORPORATION OF INDIA LTD.

EXPRESS BUILDING MATHURA ROAD, NEW DELHI (INDIA)
PHONE : 272171 CABLES EMENTICI

asian

Screen 80 to 100, Cover up to 133;
Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. A. K. Kachchhap; Mgr. V. Raju; Pubd. by Oriental Watchman Publishing House; Policy: Devoted to promotion of good health and humanity.

Cir. 9,500 Cc (PR 8,842)

METALS & MINERALS

English

EASTERN METALS REVIEW

English Weekly; 63P; Add. 38 Strand Rd., Calcutta-1 (Ben.); Grams: METAL-VIEWS; Phone 228735.

Ad. Rates Ord. F. Pg. Rs. 140, H. Pg. Rs. 75, Qr. Pg. Rs. 40 per insertion; Cover Pgs.: Front cover (2 colours) F. Pg. Rs. 300, Back cover Rs. 300, Inside covers Rs. 225 each per insertion; Further details & spl. no. rates on application.

Mech. Data Pages 20 to 24; Size 24.7 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7 cms.; Screen 85 to 100; Blocks & Stereos accepted.

Gen. Inf. Estd. 1948; Ed. M. Vinayak; Ad. Mgr. S. C. Mookerjee; Pubd. by Binani Printers (Pvt.) Ltd.; Member: AINEC; Policy: Devoted to Metals & Minerals Trade Industry.

Cir. 12,950 Cc (PR 775).

INDIAN MINERALS

English with a Hindi Supplement at the end, Quarterly; Rs. 3.25; Add. Geological Survey of India, 29 Chowringhee Rd., Calcutta-16 (Ben.); Grams: GEO-SURVEY; Phone 23-8321 (Extn. 24).

Ad. Rates Casual: F. Pg. Rs. 100, H. Pg. Rs. 60, per insertion; Contract: 4 insertions F. Pg. Rs. 350 (lot), H. Pg. Rs. 210 (lot); 50% extra for Back cover & 25% extra for Inside cover Pgs.

Mech. Data Pages 125; Size 25 cms. x 19 cms.; Print area 19 cms. x 12.5 cms.; n.c. 1; c. 1. 19 cms.; c.w. 12.5 cms.; Screen 120; Stereos and Mats accepted.

Gen. Inf. Estd. 1947; Eds. (Dr.) B. C. Roy, G. N. Dutt & Arun Bhattacharya; Pubd. by Government of India.

Cir. 1,250 Cc (PR Not available).

THE INDIAN MINING & ENGINEERING JOURNAL

English Bi-monthly; Rs. 2; (yearly subs. Rs. 10); Add. 87 Wodehouse Rd., Colaba, Bombay-5 (Mh.); Phone 211370.

Ad. Rates Casual: Front cover Rs. 1,000, Back cover Rs. 600, Inside cover Rs 500; Ord. pos.: F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 90; Spl. pos. 25% extra; Additional colour 50% extra; Series discounts 12% (12 insertions), 5% (6 to 11 insertions); Classified Rs. 20 for 32 words, each additional word 50P.

Mech. Data Pages 70; Size 26.25 cms. x 20.63 cms.; Print area 20 cms. x 15 cms.; Screen 85; Mats and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. J. F. de Souza; Ad. Mgr. Theo Moniz; Policy: Of interest to mining men & metallurgists; Members: SPA.

Cir. 3,000 Cc.

ADVERTISEMENT

A Statement by the Publisher

THE INDIAN MINING & ENGINEERING JOURNAL (IM & EJ), incorporating Mineral Markets, brings news and data on technical developments to Indian mining men. Departments such as Market prices, Statistics of Production, Import and Export, Trends & Developments, Oil Briefs, Coal & Steel Supplement, and World Mining News, help to carry reader interest from issue to issue. Articles are contributed by experts of the National Mineral Development Corporation, National Coal Development Corporation, Directors of Mining & Geology etc. Of special interest to both readers and advertisers are the Trade Enquiries and Equipment & Supplies sections. The latter carries write-ups and photographs of production equipment currently placed on the market by manufacturers.

JOURNAL OF MINES, METALS & FUELS

(Incorporating India Mining Journal) English Monthly; Rs. 2, (yearly subs.

Rs. 20 or £ 2 or \$ 6); Add. 6/2 Madan St., Calcutta-13 (Ben.); Grams: TEK-JOURN; Phones 23-5885, 23-1765.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; Spl. pos.: cover Rs. 800, 2nd cover Rs. 450, 3rd cover Rs. 400, Last cover Rs. 500 per insertion; Colour ads. 25% extra for each additional colour.

Mech. Data Pages 80; Size 27.3 cms. x 22 cms.; Print area 24 cms. x 17 cms.; n.c. 2; c. 1. 24 cms.; c.w. 8 cms.; Screen upto 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Mg. Ed. P. K. Menon; Ed. H. Ghosal; Mgr. B. Bhattacharya; Policy: Devoted to Mining & Mineral Industries.

Cir. 3,775 Cc (PR Not available).

METALS AND MINERALS REVIEW
English Monthly; Rs. 1.50; Add. 17A Madan Dutt Lane, Calcutta-12 (Ben.); Phones 34-1854, 34-2366, 45-1092.

Ad. Rates Ord. F. Pg. Rs. 400, H. Pg. Rs. 225 per insertion; Cover Pgs.: Back cover (3 colours) Rs. 800, 3rd cover (3 colours) Rs. 600, 2nd cover (3 colours) Rs. 700 per insertion; Other spl. pos. & colour ad. rates on application.

Mech. Data Pages 64; Size 28 cms. x 22 cms.; Print area 23 cms. x 18 cms.; n.c. 3; c. 1. 23 cms.; c.w. 5.6 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. L. K. Pandya; Ad. Mgr. K. Srinivasan; Policy: Promotion of Mines, Metals & Fuels.

Cir. 6,000 Cc (PR 6,000 uncertified).

TRANSACTIONS OF THE INDIAN INSTITUTE OF METALS
English Quarterly; Rs. 12, (yearly subs. Rs. 40); Add. 31 Chowringhee Road, Calcutta-16 (Ben.); Grams: INDINSTMET; Phone 23-3925.

Ad. Rates Casual: First Pg. Rs. 300, F. Pg. Rs. 250, H. Pg. Rs. 150; Contract: for 4 issues First Pg. Rs. 1,080, F. Pg. Rs. 900, H. Pg. Rs. 540; Back Cover Rs. 400, Inside cover Rs. 350; Contract: for 4 issues Back Cover Rs. 1,440, Inside cover Rs. 1,260.

Mech. Data Pages 80; Size 27 cms. x 22 cms.; Print area F. Pg. 25 cms. x 17.5 cms.; H. Pg. 12.5 cms. x 17.5 cms.; or 25 cms. x 8.5 cms.; Screen 110; Stereos and Mats accepted.

Gen. Inf. Estd. 1946; Ed. (Dr.) M. N. Parthasarathi; Pubd. by The Indian Institute of Metals; Policy: Promoting study & practice of shaping and treating of metals & alloys.

Cir. 4,000 Cc (PR Not available).

OIL & SOAP INDUSTRY

English

INDIAN OIL AND SOAP JOURNAL
English Monthly; Add. P. 11 Mission Row Extn., Calcutta-1 (Ben.); Grams: INSOMA; Phones 232951-52

Ad. Rates Contract: F. Pg. Rs. 75, H. Pg. Rs. 40, Qr. Pg. Rs. 25 per insertion; Front cover Rs. 150, 2nd & 3rd covers Rs. 100 each, Back cover Rs. 125 per insertion; Colour rates: Rs. 10 extra for every additional colour per insertion.

Mech. Data Pages 50; Size 24.5 cms. x 18.5 cms.; Print area 19.5 cms. x 15 cms.; n.c. 1 & 2; c. 1. 19.5 cms.; c.w. 8 cms. & 15 cms.; Screen 100; Mounted Blocks and Stereos accepted.

Gen. Inf. Estd. 1934; Ed. S. Charkabarti; Mgr. B. N. Mitra; Pubd. by Indian Soap & Toiletries Makers Association; Policy: To look into the interest of Oil, Soap & Perfumery Industry.

Cir. PR 1,000.

PAINTS & COLOURS

English

COLOURAGE
English Monthly; (yearly subs.) Rs. 25; Add. 126-A, Dhuruwadi, Off Nariman Rd., Bombay-28 (Mh.); Grams: care PAINTIND; Phone 63509.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, 1/3 Pg. Rs. 150; Rs. 50 extra for each

colour, irrespective of size of space taken.

Mech. Data Size 27.5 cms. x 21.25 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; **Mg. Ed.** R. V. Raghavan; **Ed.-in-Chief** K. S. S. Raghavan; **Ad. Mgr.** N. R. Rajagopalan; **Policy:** Devoted to the application of Dyestuffs in Cotton Textile, Silk & allied Industries; **Pubd.** by Colour Publications (Pvt.) Ltd.

Cir. 3,500 Cc (PR 934).

PAINTINDIA

English Monthly; (yearly subs.) Rs. 25; **Add.** 126-A Dhuruwadi, Off Nariman Rd., Bombay-28 (Mh.); **Grams:** PAIN-TIND; **Phone** 242125.

Ad. Rates F. Pg. Rs. 375, H. Pg. Rs. 225, 1/3 Pg. Rs. 175; Rs. 50 extra for each colour, irrespective of size of space taken.

Mech. Data Pages 48 to 60; **Size** 27.5 cms. x 21 cms.; **Print area** 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms.; **Screen** 100; **Blocks and Stereos** accepted.

Gen. Inf. Estd. 1951; **Mg. Ed.** R. V. Raghavan; **Ed.-in-Chief** K. S. S. Raghavan; **Ad. Mgr.** N. R. Rajagopalan; **Pubd.** by Colour Publications (Pvt.) Ltd.; **Policy:** Devoted to Painting Printing Ink Industries in India.

Cir. 2,500 Cc (PR 644).

PAPER & PRINTING

English

INDIAN PRINT AND PAPER

English Quarterly; Rs. 3.50; **Add.** 1 India Exchange Place, Calcutta-1 (Ben.).

Ad. Rates On application.

Mech. Data On application.

Gen. Inf. Ed. Bernard G. Ellis; **Pubd.** by Messrs. Shimwell & Bros; **Policy:**

Printing & allied Industries Trade Journal.

Cir. PR 300.

INDIAN PRINTER AND STATIONER

English Monthly; Re. 1; **Add.** Race Course Rd., Opp. Sharda Bldg., Rajkot (Guj.); **Grams:** JAIHIND; **Phones** 218 & 990.

Ad. Rates Casual: F. Pg. Rs. 150, H. Pg. Rs. 100, Qr. Pg. Rs. 75 per insertion; **Contract:** 3 insertions F. Pg. Rs. 425, H. Pg. Rs. 250, Qr. Pg. Rs. 150 (lot); 6 insertions F. Pg. Rs. 750, H. Pg. Rs. 425, Qr. Pg. Rs. 250 (lot); 12 insertions F. Pg. Rs. 1,250, H. Pg. Rs. 750, Qr. Pg. Rs. 425 (lot).

Mech. Data Pages 16; **Size** 27.6 cms. x 22 cms.; **Print area** 22.5 cms. x 18 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.50 cms.; **Screen** 133; **Blocks and Stereos** accepted.

Gen. Inf. Estd. 1920; **Ed.** J. L. Shah; **Ad. Mgr.** P. L. Shah; **Pub.** N. L. Shah; **Policy:** Promotion of Graphic Arts.

Cir. 4,250 Cc (PR 2,477).

PLANTERS

English

PLANTERS CHRONICLE

English Bi-monthly; (yearly subs.) Rs. 20; **Add.** P. O. Box No. 11, Glenview, Coonoor-1, (Nilgiris), S. India (Md.); **Grams:** UPASI; **Phones** 2261, 2302.

Ad. Rates Ord. pos. F. Pg. Rs. 80, H. Pg. Rs. 45, Qr. Pg. Rs. 25 per insertion; **Spl. pos.:** Front cover Rs. 100, Back cover Rs. 100, Inside cover Rs. 90 per insertion; **Classified** Rs. 8 s.c. 2.5 cms.

Mech. Data Size 27.5 cms. x 21.5 cms.; **Print area** 23.5 cms. x 17.5 cms.; n.c. 2; c. 1. 23.5 cms.; c.w. 8.5 cms.; **Screen** 85 to 100; **Blocks and Stereos** accepted.

Gen. Inf. Estd. 1905; **Ed.** V.I. Chacko; **Ad. Mgr.** P. J. John; **Pubd.** by United Planters' Association of Southern India (Printed & Published at Madras); **Policy:** Critical analysis of Industrial,

Agricultural & Labour trends; Member: IENS.

Cir. 1,500 Cc (PR 1,286).

PLANTERS JOURNAL AND AGRICULTURIST

English Monthly; Rs. 1.50; Add. 13 Ezra Mansion, P.O. Box No. 2361, Calcutta-1 (Ben.); Grams: RAIL-GAZETT; Phone 23-4971.

Ad. Rates F. Pg. Rs. 450, H. Pg. Rs. 240, Qr. Pg. Rs. 135 per insertion; Casual Rs. 5 s.c.cm.; Extra for Bleed Rs. 40; Series discounts for Full, Half & Qr. Pg. & over 10% for 12 insertions & 5% for 6 insertions.

Mech. Data Pages 60; Print area 30.5 cms. x 23 cms.; n.c. 4; c. 1. 30.5 cms.; c.w. 5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1924; Ed. A. Sen; Policy: Devoted to Planting & Agriculture; Pubd. by Thorne's (Pvt.) Ltd.

Cir. 7,910 Cc (PR Not available).

PLASTICS & RUBBER

English

INDIAN PLASTICS REVIEW

English Monthly; Re. 1; Add. 4 Upper Chitpur Rd., Calcutta-7 (Ben.); Grams: PLASTIMACH; Phone 34-1635.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 55, Qr. Pg. Rs. 30 per insertion; Cover Pgs.: Back cover Rs. 250, Inside covers Rs. 175, Colour Rs. 25 extra for each additional colour; Discount at 10% for Contract of 12 insertions & over.

Mech. Data Pages 40; Size 24.5 cms., 18.25 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c. w 7.5 cms.; Screen 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1955; Ed. & Ad. Mgr. K. P. Gupta; Pubd. by Plastics & Machinery Distributors.

Cir. 2,000 Cc (PR 450).

PLASTIC, RUBBER & LEATHER INDUSTRIES

English Bi-monthly; (yearly subs.) Rs. 10; Add. Parashuram Bldg., Sayajiganj, Baroda (Guj.).

Ad. Rates Casual: F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 75 per insertion; Contract: F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion.

Mech. Data Print area 20 cms. x 15 cms.

Gen. Inf. Estd. 1962; Ed. & Pub. C. M. Pandit; Policy: Devoted to Plastic, Rubber & Leather Industry.

Cir. 2,400 Cc (PR Not available).

POPULAR PLASTICS

English Monthly; Rs. 1.50, (yearly subs. Rs. 15); Add. 126-A Dhuruwadi, Off Dr. Nariman Rd., Bombay-28 (Mh.).

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175, 1/3 Pg. Rs. 150.

Mech. Data Print area 22.5 cms. x 17.5 cms.; Mats and Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. R. V. Raghavan; Policy: Devoted to plastic industry.

Cir. 1,500 Cc (PR 412).

RUBBER & PLASTICS ANNUAL

English Annual; Rs. 5; Add. Manu Mansion, 16 Old Custom House Rd., Bombay-1 (Mh.); Grams: COMPUBLI; Phones 254012, 251992.

Ad. Rates Ord. F. Pg. Rs. 450, H. Pg. Rs. 275, Qr. Pg. Rs. 150 per insertion; Front cover Rs. 1,500 Back cover Rs. 1,000 per insertion; Other spl. pos. & colour ad. rates on application.

Mech. Data Pages 200; Size 27.94 cms. x 22.5 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 2; c. 1. 22.5 cms.; c.w. 8.25 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. Roshanlal Wadhera; Ad. Mgr. J. C. Chadha; Pubd. by Commercial Publications (India); Policy: Information about Rubber & Plastics Industries in India & abroad.

Cir. 3,500 Cc (PR Not available).

RUBBER BOARD BULLETIN

English & Malayalam Quarterly; 50P; Add. The Rubber Board, Kottayam-9 (Ker.); Grams: RUBRBOARD; Phones 2124, 2135 & 3503.

Ad. Rates English edn.: F. Pg. Ord. Rs. 60, H. Pg. Rs. 35, Qr. Pg. Rs. 20 per insertion; Back cover Rs. 100, Inside cover Rs. 85 per insertion; Malayalam edn.: Ord. F. Pg. Rs. 40, H. Pg. Rs. 25, Qr. Pg. Rs. 15, per insertion; Back cover Rs. 60, Inside cover Rs. 50 per insertion.

Mech. Datta Pages 60; Size Crown Quarto; Print area 20.3 cms. x 14 cms.; n.c. 2; c. 1. 20.3 cms.; c.w. 6.7 cms.; Screen 90 to 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. P.K. Narayanan; Pubd. by the Rubber Board; Policy: Promoting Rubber Industry.

Cir. PR 1,250.

PLYWOOD

English

PLYWOOD

English Quarterly; Re. 10; Add. 9 Clive Row, Calcutta-1 (Bcn.).

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 50 per insertion.

Mech. Data Print area 21 cms. x 15 cms.; Mats accepted.

Gen. Inf. Estd. 1956; Ed. & Pub. M. Mojumdar; Policy: Devoted to the cause of development of Plywood.

Cir. PR 380.

RADIO

English

RADIO AND ELECTRIC TRADE GAZETTE

English Monthly; 75P; (yearly subs. Rs. 8); Add. 221 Kamla Market, New Delhi; Phone 271642.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 85, 1/3 Pg. Rs. 60. Qr. Pg. Rs. 45 per insertion; Front cover (2 or 3 colours) Rs. 400, Back cover (2 or 3 colours) Rs. 300, Back cover (2 or 3 colours) Rs. 300, Front side cover Rs. 250, Back inside cover Rs. 200, 3rd Pg. Rs. 175 per insertion.

Mech. Data Pages 50 to 60; Size 23.5 cms. x 18 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.75 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. S. K. Bhatia; Pubd. by The Trade Publication of India.

Cir. Not available.

FOR YOUR REQUIREMENTS—

G. I. TANKS, STAGINGS, SMALL TOOLS, SANITARY FITTINGS AND TRANSISTOR RADIOS ETC.

CONSULT:-

AEROVOICE & ENGINEERING (P) LTD.

College Square, Cuttack-3

Phones-Office 567—Factory 597.

RADIOMAN

English Monthly; 50P; Add. Opp. Clock Tower, Chandni Chowk, Delhi-6; Grams: WAVELENGTH; Phone 224674.

Ad. Rates Ord. F. Pg. Rs. 100, 2/3 Pg. Rs. 80, H. Pg. Rs. 60, 1/3 Pg. Rs. 40; Ear Panel Rs. 12.50 per insertion; Details of cover Pgs. & spl. pos. rates on application.

Mech. Data Pages 48; Size 27.5 cms. x 22.5 cms.; Print area 20.5 cms. x 17.5 cms.; n.c. 3; c. 1. 20.5 cms.; c.w. 5.5 cms.; Screen 100; Blocks accepted.

Gen. Inf. Estd. 1948; Eds. J. S. Monga & H. K. L. Arora; Pub. H. K. L. Arora.

Cir. 1,000 Cc (PR 700).

RADIO-TELEVISION

English Monthly; 75P; Add. Radio Place, Chandni Chowk, Delhi-6; Grams: INDUCTANCE; Phone 265266.

Ad. Rates On application.

Mech. Data Pages 34 to 36; Size 22.5 cms. x 18.5 cms.; Print area 20 cms. x 17.5 cms.; n.c. 3; c. 1. 20 cms.; c.w. 5.5 cms.; Blocks accepted.

Gen. Inf. Estd. 1955; Ed. N. S. Sambee; Pubd. by S. P. Gram Co., Radio Place, Delhi; Policy: Development of Radio Trade & Industry.

Cir. 1,000 Cc (PR 950).

RAILWAYS

English

INDIAN RAILWAY GAZETTE

English Monthly; Rs. 1.50; Add. 13 Ezra Mansion, P. O. Box No. 2361, Calcutta-1 (Ben.); Grams: RAIL-GAZETTE; Phone 23-4971.

Ad. Rates F. Pg. Rs. 350, H. Pg. Rs. 180, 1/3 Pg. Rs. 125 per insertion; Casual Rs. 6 s.c.cm.; Discount for Full, Half & 1/3 Pg. 5% for 6 insertions & 10% for 12 insertions in a year; Spl. pos. rates etc. on application.

Mech. Data Pages 40; Size 27.5 cms. x

22 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1903; Ed. A. Sen; Policy: Devoted to Railway development; Pubd. by the Thorne's (Pvt.) Ltd.

Cir. 7,321 Cc (PR Not available).

ROTARY

English

ROTARY NEWS

English Monthly; 50P; Add. 38-A Mahatma Gandhi Rd., Bangalore-1 (My.); Grams: MYSINDIA; Phone 4550.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60; Back cover Rs. 150, Inside covers Rs. 125 each per insertion.

Mech. Data Pages 44 to 48; Size 24 cms. x 19 cms.; Print area 19 cms. x 14 cms.; n.c. 2; c. 1. 19 cms.; c.w. 7 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1952; Ed. & Pub. D. N. Hosali; Policy: Official organ of Rotary Movement in India, Burma, Ceylon & Pakistan.

Cir. 7,000 Cc (PR 6,534).

SHIPPING

English

INDIAN SHIPPING

English Monthly; Re. 1; Add. Scindia House, Ballard Estate, Bombay-1 (Mh.); Grams: HINDSHIPS; Phone 268161.

Ad. Rates On application.

Mech. Data Pages 28; Size 27.5 cms. x 21.5 cms.; Print area 23.5 cms. x 17.5 cms.; n.c. 3 or 2; c. 1. 23.5 cms.; c.w. 5.5 cms. or 8.5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. S. K. Aier, Pubd. by Indian National Steamship Owners Association; Policy: Dissemination of information regarding shipping, shipbuilding & allied developments in India and abroad.

Cir. 1,000 Cc (PR 1,000).

SHIPPING & PORT REVIEW

English Bi-Monthly; Rs. 4, Annual subs. Rs. 19; add.: S. S. Syndicate, 99 Park Street, Calcutta-16 (Ben.);

Ad. Rates F. Pg. Rs. 375, H. Pg. Rs. 225, Qr. Pg. Rs. 115 per insertion.

Mech. Data Print area 23 cms. x 18 cms.; n.c. 3; c. 1. 23 cms.; c.w. 6 cms.; Screen 85; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1958; Ed.-in-Ch. E. H. Tippoo, Ed. P. C. Bonnerjee.

Cir. 5,000 Cc (PR 1,900)

TEXTILE & HOSIERY

English

HOSIERY AND TEXTILE JOURNAL

English Monthly; 62P; Add. Kucha Mangat Rai, Ludhiana (Pun.).

Ad. Rates F. Pg. Rs. 50, H. Pg. Rs. 30, Qr. Pg. Rs. 18 per insertion.

Mech. Data Print area 22.50 cms. x 17.50 cms.; Stereos accepted.

Gen. Inf. Estd. 1932; Ed. & Pub. G. Lal Tassavur; Devoted to Hosiery & Textile Industry.

Cir. 2,000 Cc (PR 200).

INDIAN SILK

English Monthly; Add. Central Silk Board, Meghdoot, 95-B, Marine Drive, Bombay-2 (Mh.); Grams: SILK-BOARD; Phones 241751, 241826 & 242413.

Ad. Rates Display ads. F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion; Spl. pos. Back outside cover 20% extra, Inside Back cover 10% extra; Rs. 50 extra for each additional colour other than black; Back outside ads. accepted in colour only.

Mech. Data Pages 36; Size 28 cms. x 22 cms.; Print area 23 cms. x 18 cms.; n.c. 2 & 3; c. 1. 23 cms.; c.w. 8.5 cms. & 5.5 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1957; Ed. S. Natarajan; Pubd. by Shri S. R. Ullal, Secretary Central Silk Board.

Cir. PR 550.

SILK AND RAYON INDUSTRIES OF INDIA

English Monthly; Rs. 1.50; Add. 126-A Dhuruwadi, Off Dr. Nariman Rd. Bombay-28 (Mh.); Grams: PAINTIND; Phone 63509.

Ad. Rates F. Pg. Rs. 450, H. Pg. Rs. 250, 1/3 Pg. Rs. 170 per insertion; Cover Pgs. & Spl. pos. rates on application.

Mech. Data Size 27.5 cms. x 21.25 cms.; Print area 22.5 cms. x 17.5 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms.; Screen 100; Stereos and Blocks accepted.

Gen. Inf. Pubd. by Colour Publications Pvt. Ltd.; Policy: Official organ of the Silk & Art Silk Mills Research Association.

Cir. 2,000 Cc (PR 1,078).

TEXTILE AGE

English Annual; Rs. 12.50; Add. 56 Lakshmi Bldg., Sir P. M. Road, Bombay-1 (Mh.); Grams: IKOFA; Phones 264019, 264314.

Ad. Rates Ord. F. Pg. Rs. 350, H. Pg. Rs. 200; Cover Pgs.: 2nd cover (2 colours) Rs. 850, 3rd cover (2 colours) Rs. 700, 4th cover (2 colours) Rs. 1,000 per insertion.

Mech. Data Pages 300; Size 24.13 cms. 17.78 cms.; Print area 20.32 cms. x 13.97 cms.; n.c. 2; c. 1. 20.32 cms.; c.w.

7 cms.; Screen 100; Blocks nad Stereos accepted.

Gen. Inf. Estd. 1947; Ed. D. R. Mahadeshwar; Ad. Executive (Mrs.) K. Kalhan; Pubd. by Estheliza; Policy: Promotion of interests & growth of Indian Textile Industry.

Cir. 3,500 Cc (PR Not available).

TEXTILE INDUSTRY OF INDIA

English Bi-monthly, Spl. Annual Number; (yearly subs.) Rs. 15; Add. 5 Clive Row, 3rd Floor, Room No. 69, Calcutta-1 (Ben.); Phone 22-8291.

Ad. Rates Bi-monthly: Ord. F. Pg. Rs. 150, H. Pg. Rs. 80 per insertion; Spl. Annual Number: Ord. F. Pg. Rs. 200, H. Pg. Rs. 125.

Mech. Data Size 24.76 cms. x 18.41 cms. Print area 19.05 cms. x 15.24 cms.; n.c. 2; c.l. 19 cms.; c.w. 7.5 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1962; Ed. D. K. Shaha; Policy: Devoted to Textile Industry.

Cir. Bi-Monthly 4,500 & Annual Number 5,000 Cc (PR 1,700).

TEXTILE MAGAZINE

English Monthly; Re. 1; Add. Mackay's Gardens, 5A/147 Mount Rd., Madras-6; Grams: GOPALIS; Phone 82587.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 50 per insertion.

Mech. Data Pages 48; Size 24.5 cms. x 18.5 cms.; Print area 20.5 cms. x 15 cms.; n.c. 2; c.l. 20.5 cms.; c.w. 7 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1959; Ed. M. Rajagopalan; Gen. Mgr. K. Venkataraman; Ad. Mgr. S. Swaminathan; Pubd. by Gopall & Co.; Policy: Devoted to Textile Industry.

Cir. 1,500 Cc (PR 1,500).

TEXTILE TRENDS

English Monthly; Rs. 2; Add. 44, Chittaranjan Avenue, Calcutta-12 (Ben.); Phone 34-3068.

Ad. Rates F. Pg. Rs. 150, H. Pg. Rs. 90; Spl. pos.: on application.

Mech. Data Pages 120; Size 24.5 cms. x 18 cms.; Print area 20 cms. x 14.5 cms.; H. Pg. 9 cms. x 14.5 cms., or 20 cms. x 6.5 cms.; n. c. 2.

Gen. Inf. Estd. 1958; Ed. A. K. Mukherjee; Ad. Mgr. S. Saha; Pubd. by Eastland Publications Private Ltd.; Policy: Publication of articles on all aspects of Textile Technology and features of reference value on textile industry and trade.

Cir. 3,500 Cc (PR 2,148).

SUGAR

English

INDIAN SUGAR

English Monthly; Re. 1; Add. India Exchange, Calcutta-1 (Ben.); Grams: SUGAR MILLS; Phones 22-3242/3/4.

Ad. Rates F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 30; 2nd & 3rd cover Pgs. Rs. 175 each, 4th cover Pg. Rs. 200, Pg. facing editl., title Pg. Rs. 150 each, Pg. facing 2nd cover Rs. 175 per insertion.

Mech. Data Pages 66; Size 28 cms. x 23 cms.; Print area 23 cms. x 19 cms.; n.c. 2; c. l. 23 cms.; c. w. 9.5 cms.; Screen up to 80; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1950; Ed. J. S. Mehta; Pubd. by Indian Sugar Mills Association; Policy: To further the cause of Sugar Industry in India.

Cir. 900 Cc (PR Not available).

(1) YEAR BOOK & DIRECTORY OF INDIAN SUGAR FACTORIES (2) INDIAN SUGAR MANUAL (3) PROCEEDINGS OF THE ASSOCIATION IN THREE VOLUMES (4) LIST OF SUGAR FACTORIES IN INDIA.

English Yearly; (1) Rs. 6, (2) Rs. 12, (3) Rs. 6 each volume, (4) Rs. 2; Add. Sugar Technologists' Association of India, Kalyanpur, Kanpur (U.P.); Phone 37939.

Ad. Rates Ord. F. Pg. Rs. 90, H. Pg.

Rs. 50 per insertion; Spl. pos. F. Pg. Rs. 120, H. Pg. Rs. 80; Cover Pg. Rs. 160 per insertion; Other details etc. on application.

Mech. Data Pages (1) 250 (2) 350 (3) 150 each for first two volumes & 80 for 3rd volume (4) 50; Size 25.4 cms. x 17.4 cms.; Print area 20 cms. x 12.5 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.35 cms.; Screen 60 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1925; Ed. (Dr.) S. Mukerji; Pubd. by Sugar Technologists' Association.

Cir. (1) 500 (2) 350 (3) 1200 (4) 1,500.

TOBACCO

English

INDIAN TOBACCO

English Quarterly; Rs. 1.50; (yearly subs. Rs. 6); Add. Indian Central Tobacco Committee, Ministry of Food & Agriculture, Govt. of India, 3 Eldams Rd., Madras-18 (Md.); Grams: TABAC; Phone 71017.

Ad. Rates Casual : F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Contract : 4 insertions F.Pg. Rs. 125, H. Pg. Rs. 70, Qr. Pg. Rs. 40 per insertion; Other details on application.

Mech. Data Pages 60; Size 24.13 cms. x 18.42 cms.; Print area 20.32 cms. x 15.24 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 6.99 cms.; Screen 100 to 120; Blocks and Stereos accepted.

Gen. Inf. Estd. 1951; Ed. & Secy. K. C. Chetty; Pubd. by Indian Central Tobacco Committee.

Cir. 500 Cc (PR 370).

TOBACCO BULLETIN

English Quarterly; Re. 1, (yearly subs. Rs. 4); Add. Indian Central Tobacco Committee, Ministry of Food & Agriculture, Govt. of India, 3 Eldams Rd., Madras-18 (Md.); Grams: TABAC; Phone 71017.

Ad. Rates Casual: F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45, per insertion;

Contract: 4 insertions F. Pg. Rs. 125, H. Pg. Rs. 70, Qr. Pg. Rs. 40 per insertion; Other details on application.

Mech. Data Pages 136; Size 24.13 cms. x 18.42 cms.; Print area 2.32 cms. x 15.24 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 6.99 cms.; Screen 100 to 120; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1951; Ed. & Secy. K. C. Chetty; Pubd. by Indian Central Tobacco Committee.

Cir. 325 Cc (PR 240).

Language

POGAKU

Telugu Quarterly; 38P; (yearly subs. Rs. 1.50); Add. Indian Central Tobacco Committee, Ministry of Food & Agriculture, Government of India, 3 Eldams Rd., Madras-18 (Md.); Grams: TABAC; Phone 71017.

Ad. Rates Casual: F.Pg. Rs. 25, H. P Rs. 15, Qr. Pg. Rs. 10; Contract: for 3 insertions 20% rebate; Other details on application.

Mech. Data Pages 32; Size 24.13 cms. x 18.42 cms.; Print area 20.32 cms. x 15.24 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 6.9 cms.; Screen 100 to 120; Blocks ad Stereos accepted.

Gen. Inf. Estd. 1956; Ed. & Secy. K. C. Chetty; Pubd. by Indian Central Tobacco Committee.

Cir. 1,700 Cc (PR 1,850).

TAMAKU

Gujarati Quarterly; 50P; (yearly subs. Rs. 1.50); Add. Institute of Agriculture, Anand (Guj.); Grams: AGRISEARCH; Phone 29.

Ad. Rates F. Pg. Rs. 25, H. Pg. Rs. 15, Qr. Pg. Rs. 10 per insertion; Cover Pgs. except Front cover Rs. 30 per insertion.

Mech. Data Pages 32; Size 22.86 cms. x 17.78 cms.; Print area 20.32 cms. x 15.24 cms.; n.c. 2; c. 1. 20.32 cms.; c.w. 6.99 cms.; Screen 100 to 120; Blocks accepted.

Gen. Inf. Estd. 1957; Ed. (Dr.) M. D.

Patel; Pubd. by Director, Institute of Agriculture, Anand (Guj.).

Cir. 360 Cc.

TAMBAKU

Hindi Quarterly; 25P; (yearly subs. Re. 1); Add. Indian Central Tobacco Committee, Ministry of Food & Agriculture, 3 Eldams Rd, Madras-18 (Md.); Grams: TABAC; Phone 71017.

Ad. Rates Only cover Pgs. except front cover; F. Pg. Rs. 30, H. Pg. Rs. 18, Qr. Pg. Rs. 12 per insertion; Rs. 15 extra per colour for colour ads.; Discount at 20% for 3 or more consecutive insertions.

Mech. Data Pages 24; Size 26.67 cms. x 20.32 cms.; Print area 20.32 cms. x 15.24 cms.; n.c. 1.; c. 1. 20.32 cms.; c.w. 15.24 cms.; Screen 100 to 120; Blocks accepted.

Gen. Inf. Estd. 1956; Ed. & Secy. K. C. Chetty; Pubd. by Indian Central Tobacco Committee.

Cir. 250 Cc (PR 200).

TRANSPORT & COMMUNICATIONS

English

STATE TRANSPORT REVIEW

English Annual; Rs. 3; Add. Maharashtra Vahatuk Bhavan, Bellasis Road, Bombay-8 (Mh.); Grams: STATE-TRANS.

Ad. Rates On application.

Mech. Data Pages 140; Size 24 cms. x 16.5 cms.; Print area 20.5 cms. x 13 cms.; n.c. 2; c.1. 20.5 cms.; c.w. 6 cms.; Screen 133; Blocks and Stereos accepted.

Gen. Inf. Estd. 1950; Ed. D. M. Nadkarni, Pubd. by Maharashtra State Road Transport Corporation.

Cir. PR 810.

TRANSPORT & COMMUNICATIONS

English Monthly; Rs. 1.50; Add. 17A Madan Dutt Lane, Calcutta-12 (Ben.); Phones 34-1854, 34-2366, 45-1092.

Ad. Rates Ord. F. Pg. Rs. 400, H. Pg. Rs. 225 per insertion; Cover Pgs.: Back cover (3 colours) Rs. 800, 2nd cover (3 colours) Rs. 700, 3rd cover (3 colours) Rs. 600, Front cover (3 colours) Rs. 900 per insertion; Reading matter F. Pg. 2 colours Rs. 500, in 3 colours Rs. 600 in 4 colours Rs. 700 per insertion.

Mech. Data Pages 64; Size 28 cms. x 22 cms.; Print area 23 cms. x 18 cms. n.c. 3; c. 1. 23 cms.; c.w. 5.6 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. & Pub. L. K. Pandeya; Ad. Mgr. K. Srinivasan; Policy: Promotion of Automobile, Aviation, Shipping, Railways & Tourism.

Cir. 6,000 Cc (PR 6,000).

TRANSPORT COMMUNICATIONS MONTHLY REVIEW (TCMR)

English Monthly; Rs. 1.25; Add. Indian Roads Congress, Jamnagar House, Mansingh Rd., New Delhi-11; Grams: VIACON; Phone 43398.

Ad. Rates Ord. F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion; Outside Back cover Rs. 175, Inside Front & Back covers F. Pg. only Rs. 150 each per insertion.

Mech. Data Pages 40; Size 24.5 cms. x 18 cms.; Print area 20.5 cms. x 14 cms.; n.c. 2; c. 1. 20.5 cms.; c.w. 7 cms.; Screen 70 to 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1947; Ed. & Ad. Mgr. S. Hukum Singh; Pubd. by Indian Roads Congress, New Delhi; Policy: Promotion of Roads & Road Transport.

Cir. 850 Cc (PR 750).

TRANSPORT INDUSTRY AND TRADE JOURNAL

English Bi-monthly; Re. 1; Add. Parashuram Bldg., Sayajiganj, Baroda, (Guj.).

Ad. Rates Casual: F. Pg. Rs. 200, H. Pg. Rs. 120, Qr. Pg. Rs. 75 per insertion; Contract: F. Pg. Rs. 150, H. Pg. Rs. 80, Qr. Pg. Rs. 45 per insertion.

Mech. Data Print area 20 cms. x 15 cms; Blocks accepted.

Gen. Inf. Estd. 1962; Ed. & Pub. C. M. Pandit; Policy: Industrial Journal.

Cir. 3,500 Cc (PR Not available).

Language

MAHARASHTRA S. T. SAMACHAR
Marathi Monthly; 25P; Add. Maharashtra Vahatuk Bhavan, Bellasis Road, Bombay-8 (Mh.); Grams: STATE-TRANS.

Ad. Rates On application.

Mech. Data Pages 32; Size 28 cms. x 21 cms.; Print area 23 cms. x 18.5 cms.; n.c. 3; c. 1. 23 cms.; c.w. 5.5 cms.; Screen 80 to 85; Blocks and Stereos accepted.

Gen. Inf. Estd. 1961; Ed. D. M. Nadkarni; Pubd. by Maharashtra State Road Transport Corporation.

Cir. PR 1,461.

ROAD TRANSPORT

English, Hindi & Punjabi Monthly; 50P; Add. 58/A Lower Range, Calcutta -19 (Ben.); Grams: TRANS; Phone 44-7224.

Ad. Rates Inside F. Pg. Rs. 250, H. Pg. Rs. 125, Qr. Pg. Rs. 75 per insertion; Contract: F. Pg. Rs. 200, H. Pg. Rs. 100, Qr. Pg. Rs. 60 per insertion; Cover Pgs.: Front cover 3 colours Rs. 600, 1st inside cover 2 colours Rs. 200, 2nd inside cover 2 colours Rs. 300; Back cover 3 colours Rs. 450; Opening 1st Pg. Rs. 300; Contract: Cover Pgs.: Front cover 3 colours Rs. 500, 1st inside cover 2 colours Rs. 250, 2nd inside cover 2 colours Rs. 250, Back cover 3 colours Rs. 350; Opening 1st Pg. Rs. 250.

Mech. Data Pages 96; Size 27.5 cms. x 22.5 cms.; Print area 22.5 cms. x 18 cms.; n.c. 3; c. 1. 22.5 cms.; c.w. 5.5 cms.; Screen 85 to 100; Blocks, Stereos and Mats accepted.

Gen. Inf. Estd. 1961; Ed., Pub. & Printer B. K. Waryah; Gen. Mgr. & Associate Ed. S. R. Sharma; Policy: National in character, Development of Road Transport and Automobile Industry.

Cir. 6,000 Cc (PR 5,000).

WIRE INDUSTRY

English

INDIAN WIRE INDUSTRY

English Monthly; Re. 1, (yearly subs. Rs. 10); Add. 17 Sauter St., Byculla, P.O. Box No. 4502, Bombay (Mh.).

Ad. Rates Casual: F. Pg. Rs. 250, H. Pg. Rs. 130, Qr. Pg. Rs. 75 per insertion; Contract 6 insertions F. Pg. Rs. 1,350, H. Pg. Rs. 700, Qr. Pr. Rs. 400 (lot); 12 insertions F. Pg. Rs. 2,550, H. Pg. Rs. 1,320, Qr. Pg. Rs. 760 (lot); Cover Pg. rates on application.

Mech. Data Pages 24; Print area 25 cms. x 17.5 cms.; n.c. 2; c. 1. 24 cms.; c.w. 8.5 cms.; Screen 80 to 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1958; Ed. & Pub. A. H. Dalal; Policy: Promotion of Wire Industry.

Cir. PR 500.

UTKAL INDUSTRIAL & DEVELOPMENT WORKS

The only manufacturers in Orissa of:

Zinc Oxide and Cuprous Oxide

And makers of Electrical Accessories.

C-8, Industrial Estate, CUTTACK-3. (Orissa).

For the Best in Advertisement

SADINIYA NAVAYUG

(the first & only weekly magazine in Assamese)

TO REACH EVERY CORNER IN ASSAM

For Particulars :

CHILARAI PRAKASHAN

Lakshmi Press Building, Panbazar, GAUHATI.

Most suitable media for Assam Market

ASOM BATORI

Largest circulated Bi-Weekly in Assamese

ASOM BATORI : Dr. Jyotish Das Rd. GAUHATI, Assam

AUTHORISED DEALERS

For

DODGE, FIAT AND JEEP

Also

PERKINS & INDEC DIESELS

Also

AUTOMOBILE ENGINEERS & BODY BUILDERS

Also

Dealers for

BURMAH SHELL PETROL, DIESEL & OILS

PATNAIK & COMPANY PRIVATE LTD.,

Cantonment Road, Cuttack-1.

Branches at: BHUBANESWAR, JEYPORE, SAMBALPUR.

Supplementary List

ANDHRA PRADESH

CONSUMER PUBLICATIONS

OTHER PERIODICITIES

Language

JYOTI ABC
Telugu Monthly; 75P; Add. Jyoti
(Illustrated Monthly) Buckinghampet
P.O., Vijayawada-2 (A.P.); Grams:
JYOTI.

Ad. Rates Inside Pg. Rs. 100, H. Pg. Rs. 50, Inside opening Pg. Rs. 1.25; 2nd & 3rd covers: Rs. 150 each, 4th cover (1 colour) Rs. 200, 2 colours Rs. 300, 3 colours Rs. 400 per insertion.

Mech. Data Pages 120; Size 21 cms. x 14 cms.; Print area 18 cms. x 11 cms.; n.c. 2; c. 1. 18 cms.; c.w. 5.5 cms.; Screen 65; Stereos and Blocks accepted.

Gen. Inf. Estd. 1963; Ed. V. V. Raghavaiah; Ad. Mgr. V. Srihari Rao; Policy: Progressive Illustrated Monthly.

Cir. ABC (July-Dec. '64) 12,813.

PANCHAYAT ABC
Telugu Monthly; 50P; Add. 5-9-32/3
Basheerbagh, Hyderabad (A.P.); Grams:
PARISHAD; Phone 33609.

Ad. Rates Casual Rs. 6 s.c.cm.; Contract: 300 cms. and over Rs. 5 s.c.cm.; F. Pg. Rs. 200, H. Pg. Rs. 125; 2nd & 3rd Covers: F. Pg. Rs. 250, H. Pg. Rs. 125, Qr. Pg. Rs. 75 per insertion; 2 colours: F. Pg. Rs. 300, H. Pg. Rs. 175, Qr. Pg. Rs. 100 per insertion; 4th cover: F. Pg. Rs. 300, H. Pg. Rs. 200, Qr. Pg. Rs. 125 per insertion; 2 colours: F. Pg. Rs. 400, H. Pg. Rs. 250, Qr. Pg. Rs. 150 per insertion.

Mech. Data Pages 56; Size 27 cms. x 21.5 cms.; Print area 22 cms. c 17 cms.; n.c. 3; c. 1. 22 cms.; c.w. 5 cms.; Stereos and Blocks accepted.

Gen. Inf. Estd. 1961; Ed. J. Raghothama Reddy; Ad. Mgr. V. R. A. Setty; Pubd. by The Andhra Pradesh State Chamber of Panchayat Raj; Policy: Rural Welfare.

Cir. ABC (July-Dec. '64) 17,329.

YUVA ABC
Telugu Monthly; Re. 1; Add. 5-9-88,
Public Garden Rd., Hyderabad-1 (A.P.)
Grams: YUVA; Phone 36336.

Ad. Rates Casual: F. Pg. Rs. 120, H. Pg. Rs. 65 per insertion; Contract: F. Pg. Rs. 100, H. Pg. Rs. 50 per insertion; Rates for Covers and preferred pos. on application.

Mech. Data Pages 174; Size 20 cms. x 12.5 cms.; Print area 17.5 cms. x 10 cms.; n.c. 2; c. 1. 17.5 cms.; c.w. 5 cms.; Screen 65 to 80; Stereos and Blocks accepted.

Gen. Inf. Estd. 1960; Controlling Ed. Chakrapani; Ad. Mgr. A. Sudhakara Rao; Pubd. by Yuva Concerns.

Cir. ABC (July-Dec. '64) 16,260.

ASSAM

CONSUMER PUBLICATIONS

WEEKLIES

Language

ASOM BATORI
Assamese Bi-weekly; 25P; Add. (Dr.)
Jyotish Das Rd., Gauhati, (As.); Grams:

ASOM BATORI; Phones 918 & 350.

Ad. Rates Casual Rs. 2.80 s.c.cm.; Contract: Rs. 2 s.c.cm.

Mech. Data Pages 16; Size 45 cms. x 28 cms.; Print area 37 cms. x 24 cms.; n.c. 5; c. 1. 37 cms.; c. w. 4.85 cms.; Screen 65 to 85; Blocks, Mats & Stereos accepted.

Gen. Inf. Estd. 1963; Ed. C. P. Saikia; Ad. Mgr. A. Das Gupta; Pubd. by Gauhati Press Private Ltd.; Policy; Independent Progressive; Member: AINEC.

- Cir. 10,246. Cc.

BENGAL (WEST)

CONSUMER PUBLICATIONS

WEEKLIES

English

NOW

English Weekly; 30P; Add. 54, Ganesh Chunder Avenue, Calcutta-13 (Ben.); Phone 24-5713.

Ad. Rates Casual: F. Pg. Rs. 350, H. Pg. Rs. 200, 1/3 Pg. Rs. 140, 1/6 Pg. Rs. 75 per insertion; Contract (Min. 12 insertions) F. Pg. Rs. 300, H. Pg. Rs. 165, 1/3 Pg. Rs. 115, 1/6 Pg. Rs. 60 per insertion; Strip (2.5 cms. x 3 cols.) Casual Rs. 100, Contract Rs. 80 per insertion; Contract: Single Panel Rs. 15 and Double Panel Rs. 28 per insertion; Cover Pages: 4th Cover Rs. 550, 2nd cover Rs. 450, 3rd cover Rs. 450 per insertion; Contract: 4th Cover Rs. 500, 2nd & 3rd covers Rs. 400 each per insertion.

Mech. Data Pages 24; Size 27.7 cms. x 21.5 cms.; Print area 22.6 cms. x 18.8 cms.; n.c. 3; c. 1. 22.6 cms.; c.w. 6 cms.; Screen 80; Blocks, Mats and Stereos accepted.

Gen. Inf. Estd. 1964; Ed., Samar Sen, Ad. Mgr. Manish Sarkar; Policy: Independent.

Cir. Not available.

DELHI

CONSUMER PUBLICATIONS

WEEKLIES

HIMALAYA TIMES

Hindi Weekly; 15P; Add. 241, Joshi Rd. Karol Bagh, New Delhi-5; Phone 566908.

Ad. Rates Casual F. Pg. Rs. 225, H. Pg. Rs. 115, Qr. Pg. Rs. 60; Contract F. Pg. Rs. 190, H. Pg. Rs. 100, Qr. Pg. Rs. 50 per insertion: Casual Rs. 2 s.c.cm.; Contract: Rs. 1.60 s.c.cm.; Specified pos. 50% extra; 50% extra for each additional colour.

Mech. Data Pages 8; Size 38 cms. x 25 cms.; Print area 35.5 cms. x 20.5 cms.; n.c. 4; c. 1. 35.5 cms.; c.w. 5 cms.; Screen 60; Blocks, Mats & Stereos accepted.

Gen. Inf. Estd. 1958; Ed. D. Punyal; Ad. Mgr. M. S. Negi; Pubd. by Himalaya Times Publications Society; Policy: Independent.

Cir. 7,158. Cc.

DINAMAN

Hindi Weekly; Sundays; 50P; Add. Bennett, Coleman & Co. Ltd., 7, Bahadur Shah Zaffar Marg, New Delhi-1.

Ad. Rates Upto 5 insertions F. Pg. Rs. 600, 6 insertions & over Rs. 500 per insertion; H. Pg. upto 5 insertions Rs. 350, 6 insertions & over Rs. 300 per insertion; Qr. Pg. upto 5 insertions Rs. 200, 6 insertions & over Rs. 175 per insertion; Back cover (2 colours) upto 5 insertions Rs. 800, 6 insertions & over Rs. 750 per insertion; Inside cover (Black & White) upto 5 insertions Rs. 700, 6 insertions & over Rs. 650 per insertion.

Mech. Data Print area F. Pg. 23.5 cms. x 18.5 cms.; H. Pg. Horizontal 18.5 cms. x 11.75 cms.; Vertical 23.5 cms. x 9.25 cms.; Qr. Pg. 11.75 cms. x 9.25 cms.; Screen 80.

Gen. Inf. Estd. 1965; Ed. S. H. Vatsayan, Ad. Mgr. P. S. Shetty; Pubd. by Times of India, New Delhi; Policy: General interest.

Cir. 20,000. Cc.

OTHER PERIODICITIES

English

INDIAN RIFLEMAN

English Quarterly; Add. 82-83, Theatre Communication Bldg., Connaught Place, New Delhi-1; Grams: NRAI; Phone 46250.

Ad. Rates F. Pg. Rs. 300, H. Pg. Rs. 175 per insertion.

Mech. Data Pages 60 to 80; Size 27.5 cms. x 22 cms.; Print area 20 cms. x 17.5 cms.; n.c. 2; c.l. 20 cms.; c.w. 8.5 cms.; Screen 85 to 100; Blocks and Stereos accepted.

Gen. Inf. Official Journal of the National Rifle Association of India; Ed. Madan M. Sauldie.

Cir. PR 1,250.

Language

CHITRASHALA

Hindi Monthly; 50P; Add. 5A/25 Ansari Rd., Daryaganj, Delhi-6; Phone 274260.

Ad. Rates Ord. F. Pg. Rs. 75, H. Pg. Rs. 40, 1/3 Pg. Rs. 30, Qr. Pg. Rs. 20, 1/8 Pg. Rs. 12 per insertion; Spl. pos. Last Title Pg. Rs. 150, 2nd Title Pg. Rs. 120, 3rd Title Pg. Rs. 120 per insertion.

Mech. Data Pages 76; Size 24.5 cms. x 19.5 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 7.5 cms.; Screen 65; Mats, Stereos and Blocks accepted.

Gen. Inf. Estd. 1958; Ed. V. P. Rustogi; Ad. Mgr. Rs. S. Rastogi; Policy: Literary and Cultural.

Cir. 8,292. Cc.

JEEVAN SAHITYA

Hindi Monthly; 40P; Add. C/o Sasta Sahitya Mandal, Connaught Circus, New Delhi; Grams: SATSAHITYA; Phone 40505.

Ad. Rates Ord. Casual F. Pg. Rs. 100, H. Pg. Rs. 60, Qr. Pg. Rs. 35; Contract:

F. Pg. Rs. 80, H. Pg. Rs. 50, Qr. Pg. Rs. 30 per insertion; Cover Pg. 4th cover (2 colours) F. Pg. Rs. 200, H. Pg. Rs. 125; Contract: F. Pg. Rs. 175, H. Pg. Rs. 100 per insertion; 2nd & 3rd covers (2 colours) F. Pg. Rs. 150, H. Pg. Rs. 80; Contract: F. Pg. Rs. 125, H. Pg. Rs. 70 per insertion.

Mech. Data Pages 40; Size D. D. Octavo; Print area 18.75 cms. x 14.40 cms.; n.c. 2; c. 1. 18.75 cms.; c.w. 7 cms.; Screen Half tone 75; Mats accepted.

Gen. Inf. Estd. 1940; Eds. Hari Bhau Upadhyaya & Yashpal Jain; Ad. Mgr. Mahendra Kumar; Pubd. by Sasta Sahitya Mandal, New Delhi; Policy: To produce & propagate healthy literature.

Cir. 3,000. Cc.

RAJA BHAYYA

Hindi Monthly; 60P; Add. D-11, A Kailash Colony, New Delhi-14.

Ad. Rates Casual: F. Pg. Rs. 150, H. Pg. Rs. 95, 2nd Cover Rs. 200, 3rd cover Rs. 200, 4th cover Rs. 250 per insertion; Contract for 6 insertions: F. Pg. Rs. 130, H. Pg. Rs. 80, 2nd & 3rd Covers Rs. 170 each, 4th cover Rs. 210 per insertion; 12 insertions: F. Pg. Rs. 110, H. Pg. Rs. 65, 2nd & 3rd Covers Rs. 150 each, 4th cover Rs. 180 per insertion; Colour ads. 25% extra for each colour; Spl. pos. 15% extra.

Mech. Data Pages 68; Size 23.1 cms. x 16 cms.; Print area 14.1 cms. x 20.5 cms.; n.c. 2; c. 1. 20.5 cms.; c.w. 6.7 cms.; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1959; Ed. & Ad. Mgr. D. S. Mishra; Policy: Education & Recreation for Children.

Cir. 13,000. Cc.

ROOPA LEXHA

English Half Yearly; Rs. 7.50; Add. All India Fine Arts & Crafts Society, Rafi Marg, New Delhi-1; Grams: ARTIND; Phone 35497.

Ad. Rates Back Cover Pg. Rs. 1,000; 2nd & 3rd covers Pg. Rs. 800 each; Inside Art Plate Rs. 500 per Pg.; Inside F. Pg. Rs. 400; Inside H. Pg. Rs. 250;

Colour ads. 25% extra per colour; For 2 insertions 25% rebate will be allowed if booked at a time.

Mech. Data Pages 120; Size 31.25 cms. x 23.75 cms.; Print area 23.75 cms. x 15.75 cms.; Screen 133; Stereos, Mats and Blocks accepted.

Gen. Inf. Estd. 1929; Ed. Krishna Chaitanya; Ad. Mgr., B. K. Bhowmik; Pubd. by All India Fine Arts & Crafts Society; Policy: Propagation of Art & Culture.

Cir. 2,000. Cc.

GUJARAT

CONSUMER PUBLICATIONS

WEEKLIES

Language

AAJ

Gujarati Weekly; 25P; Add. 11-B, Chandra Colony, Ellis Bridge, Ahmedabad-6 (Guj.).

Ad. Rates Casual Display upto 125 cms. Rs. 2.50 s.c.cm.; 126 cms. to 300 cms. Rs. 2.25 s.c.cm.; 301 cms. & over Rs. 2 s.c.cm.; Entertainment Rs. 1.50 s.c.m; Govt., & Municipal Announcements, Legal and Public Notices, Tender, Company Prospectuses, Chairman's Speeches, Balance Sheets and Auction Sales Notices etc. Rs. 3.50 s.c.cm.; Spl. pos. Front Pg. 100% extra; Last Pg. 50% extra, Any other pos. 25% extra.

Mech. Data Size 41 cms. x 28.5 cms.; Print area 37 cms. x 24.35 cms.; n.c. 5; c. 1. 37 cms.; c.w. 4.87 cms.; Screen 60 to 65.

Gen. Inf. Ed., Pub., & Printer Digant Oza.

Cir. 6,900. Cc.

MAHARASHTRA

CONSUMER PUBLICATIONS

OTHER PERIODICITIES

English

BOMBAY CIVIC JOURNAL

English Monthly; 30P; Add. Bombay Municipal Corporation, New Extension Bldg., Room No. 30, Ground Floor, Cruickshank Rd., Bombay-1 (Mh.); Phone 268251 (Extn. 66).

Ad. Rates F. Pg. Rs. 110, H. Pg. Rs. 60, Qr. Pg. Rs. 35 per insertion; Further details on application.

Mech. Data Pages 44 to 56; Size 28 cms. x 21.5 cms.; Print area 22 cms. x 17.5 cms.; n.c. 3; c. 1. 22 cms.; c.w. 5.50 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1954; Ed. Shri N. A. Mistri; Pubd. by Bombay Municipal Corporation.

Cir. 3,500 Cc.

HOME DEFENCE

English Monthly; Rs. 1.50; Add. 91 Apollo St. Fort, Bombay-1 & 45-A Bhulabhai Desai Rd., Bombay-26 (Mh.); Grams: ELECTROLUX.

Ad. Rates F. Pg. Rs. 200, H. Pg. Rs. 100 per insertion; Vertical col. Rs. 50 & Adlets (min.) 6 cms. x 2 cms. Rs. 15 per insertion; Covers: Back cover Rs. 300, Front inside cover Rs. 300, Back inside cover Rs. 250 per insertion.

Mech. Data Pages 36; Size 28.5 cms. x 22 cms.; Print area 24.5 cms. x 18.5 cms.; n.c. 3; c. 1. 24.5 cms.; c.w. 5.5 cms.; Stereos 80 to 100; Mats and Stereos accepted.

Gen. Inf. Ed. & Pub. (Miss) A. R. Nowroji; Ad. Mgr. (Miss) A. N. Sethna; Policy: Focussing all aspects of civil defence.

Cir. 3,000

**MUNICIPAL JOURNAL AND
PUBLIC WORKS ENGINEER**

English Monthly; 50P; Add. 156 Tardeo Rd., P.O. Box No. 4120, Bombay-7 (Mh.); Grams: MUJPUWOEN.

Ad. Rates Upto 125 cms. Rs. 3 s.c.cm.; 126 cms. to 375 cms. & over 2.50 s.c. cm.; Pg. rate & spl. pos. rates on application.

Mech. Data Pages 40; Size 35 cms. x 25 cms.; Print area 30 cms. x 22 cms.; n.c. 4; c. 1. 30 cms.; c.w. 5 cms.; Screen 80; Blocks and Stereos accepted.

Gen. Inf. Estd. 1949; Ed. & Pub. R. M. Makhija; Ad. Mgr. F. Luna; Policy: Devoted to reporting activities of Municipal & Public Works Affairs.

Cir. 5,500 Cc (PR 1,945)

RAJASTHAN**DAILY NEWSPAPERS****Language****RASHTRADOOT**

Hindi Morning; 8p. Add. Haldion Ka Rasta, P. O. Box No. 30, Jaipur (Raj.); Grams: RASTRADOOT; Phone 2634.

Ad. Rāts Up to 300 cms. Rs. 2.50 s. c. cm.; Contract 301 cms. & over Rs. 2 s.c. cm.; Govt., Semi-Govt., Municipal & other Public Notices Rs. 3 s. c. cm.; Ear Panels Front Pg. upto 15 insertions Rs. 15 per panel; 16 panels & over Rs. 13 per panel; Front Pg. 50% extra.

Mech. Data Pages (weekdays) 6; (Sundays) 8; Size 55 cms. X 50 cms.; Print area 50 cms. X 45 cms.; n. c. 8; c. l. 50 cms.; c. w. 5 cms.; Screen 60; Stereos and Mats accepted.

Gen. Inf. Estd. 1951; Mg. Ed. Hazari Lal Sharma; Ed. Dinesh Khare; Ad. Mgr. K. C. Sharma; Member : IENS

Cir. 12,808 Cc (PR 7,500 Prov.)

UTTAR PRADESH**CONSUMER PUBLICATIONS****OTHER PERIODICITIES****English****CIVIC AFFAIRS**

English Monthly; Rs. 1.50; Add. Bhargava Estate, P.O. Box No. 188, Kanpur (U.P.); Grams: CITIZEN; Phone 32939.

Ad. Rates Casual: F. Pg. Rs. 150, H. Pg. Rs. 85, per insertion; Spl. pos. 2nd & 3rd covers Rs. 175, 4th cover Rs. 250, Front cover Rs. 250.

Mech. Data Pages 76; Size 25 cms. x 18.75 cms.; Print area 20 cms. x 15 cms.; n.c. 2; c. 1. 20 cms.; c.w. 6.88 cms.; Screen 100; Blocks and Stereos accepted.

Gen. Inf. Estd. 1953; Ed. S. P. Mehra; Ad. Mgr. P. E. Kapoor; Pubd. by the Citizen Publications; Member: AINEC.

Cir. 3,500 Cc (PR 3,000)

**Be
wise
Adver-
tise!**

Introduction: Film Rates and Data

In India today there are well over 4,000 cinema houses—large, medium and small.

The information tabulated in the following pages relates to the more important cinema houses in some 50 to 60 of the leading towns in the various States of the country. It has been collected mainly from certain prominent advertisers and advertising agencies. From the advertiser's point of view, the coverage may be said to be fully representative.

Advertising rates for each cinema are presented below in tabular form in the following order :

Name of the cinema, the principal language in which films are usually exhibited in it, its seating capacity, the number of shows per week, and the rates charged by it for exhibiting cinema slides and ad films.

The list is arranged, first, Statewise and, next, under the town (whose population figure is shown along side) in which the cinema is situated.

A peculiar phenomenon of the cinema medium in India is that, so far as the exhibition of advertising films is concerned, many of them have sold sole rights, in return for a guaranteed sum, to one or other of the few advertising film agencies in the country. This means that advertisement rates for such cinemas are fixed by the agency who, as sole concessionaires, alone have the right to book space for the exhibition of ad films in such cinemas. In many of these cases, it is found, however, that the rates quoted by the agency are very different from those stated by the cinema house in response to a direct enquiry.

SELLING THROUGH ADVERTISING FILMS

For present-day marketing operations Film Medium of publicity is recognised for excellent results.

We have complete

STUDIO, TECHNICAL, EDITING, RECORDING.
OUT-DOOR SHOOTING FACILITIES

Leading Producers in India

PIC PUBLICITY OF INDIA

148, Famous Studio Building,

Phone
75231

Bombay-11.

Chief Executive
A. R. Varma

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T 12	HS 12	
ANDHRA PRADESH									
Guntur Pop. 187,000									
Harihar Mahal	Tel	1016	22	10	25	45	95	0.30	
Krishna Mahal	Tel	1083	21	10	25	45	95	0.40	
Krishna P. P.	Tel	1194	25	15	40	70	120	0.40	
Lakshmi P. P.	Tel	1000	21	15	40	70	100	0.40	
Naaz	Tel	1158	21	10	30	60	100	0.40	
Sesh Mahal	Tel	871	21	15	40	70	110	0.40	
Sri Venkateswara P. P.	Tel	920	21	10	25	45	95	0.30	
New City	Tel	916	21	10	25	45	95	0.30	
Radha Krishna	Tel	596	21	10	25	45	95	0.30	
Hyderabad Pop. 1,251,000									
Ashok	H	991	18	30	80	150	250	0.62	
Basant	H	1233	17	45	110	200	350	0.62	
Embassy	E	175	17	10	30	60	120	0.75	
Deepak Mahal	Tel	..	24	40	100	190	350	..	
Dilshad Talkies	H	..	24	40	100	190	350	..	
Kamal	H	778	17	30	75	130	225	0.50	
Krishna	H	541	18	20	50	90	150	0.35	
Liberty	H	746	17	30	80	150	250	0.50	
Light House	E	..	24	
Nayrang	H	..	24	45	110	210	400	..	
Noble	H	..	21	18	45	85	160	..	
Palace	H	..	24	35	100	190	350	..	
Prabhat	H	854	17	40	110	200	350	0.62	
Prakash	H	829	21	25	65	100	180	0.50	
Rahat Mahal	Tel	..	21	20	55	90	170	..	
Regal	Tel	..	21	15	40	70	120	..	
Royal	H	846	17	25	65	110	200	0.62	
Sagar	Tel	714	17	30	80	150	250	0.50	
Subhas Mahal	H	653	17	20	50	85	135	0.35	
Tasveer Mahal	H	18	45	85	150	..	
Vijayalakshmi	H	15	40	70	120	..	
Yakut Mahal	H	..	21	20	50	90	150	..	
Zammarud Mahal	H	..	24	45	110	210	400	..	
Zia	H	..	24	18	48	84	156	..	
Secunderabad									
Ajanta	H	707	17	20	50	100	180	0.62	
Alankar	H	759	17	25	65	135	200	0.62	
Dreamland	E	434	17	25	65	125	200	0.62	
Manohar	H	991	17	20	50	100	180	0.35	
Minerva	H	..	24	25	50	80	120	..	
Paradise	H	1141	17	25	65	110	200	0.62	
Plaza	E	639	17	45	110	210	400	1.25	
Tivoli	E	490	17	30	80	150	250	1.00	
Vijayawada Pop. 233,000									
D. K. Mandir	Tel	1390	14	25	60	100	185	0.50	

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T H S 12		
Lakshmi	Tel	806	21	15	40	75	140		0.40
Maruthi	Tel	805	21	25	60	100	185		0.50
Raja Kumari	Tel	1010	22	25	60	100	180		0.40
Sesh Mahal	Tel	885	21	25	50	85	150		0.40
Srinivas	Tel	927	21	25	60	100	185		0.50
Sri Rama	Tel	957	22	25	60	100	180		0.40
Vijaya	Tel	1341	21	25	60	100	185		0.50
Vinodha	Tel	823	22	25	60	100	180		0.40
Easwar Mahal	Tel	849	21	10	25	50	90		0.30
Visakhapatnam Pop. 181,000									
Lakshmi	Tel	843	16	15	40	75	145		0.35
Poorna	Tel	1027	21	20	55	100	180		0.45
Prabhat	Tel	925	20	20	55	100	180		0.35
Sarashwathi	Tel	1217	21	15	40	75	145		0.45
Select	Tel	796	16	12	32	60	115		0.35
Mahalakshmi	Tel	850	20	15	40	75	145		0.30
ASSAM									
Gauhati Pop. 100,000									
Bijou	H	539	17	16	40	64	110		..
Kelvin	H	500	21	20	50	85	145		0.50
Rupayan	Ben/H/ E	800	17	30	80	100	200		0.50
Shillong									
Bijou	H	588	21	18	50	80	135		0.50
Garrison	H/B/E/	405	21	18	50	80	135		0.40
Kelvin	E	402	21	18	50	80	135		0.50
BENGAL (WEST)									
Asansol Pop. 103,000									
New Cinema	H	584	21	10	25	45	90		0.40
Rupkatha	H	520	21		0.40
Subhash Inst.	Ben	590	16	15	35	65	120		0.40
Calcutta & Howrah Pop. 3,934,000									
Elite	E	1120	22	150	408	720	1230		3.00
Globe	E	950	22	75	210	390	720		1.25
									70 m.m.
Hind Palace	H	850	21	90	225	460	600		2.00
Jyoti	E	986	21	125	350	650	1200		3.00
									70 m.m.
Light House	E	1229	21	125	350	600	1200		355.00
									upto 100
									nett.
Metro	E	1097	22	147	397	706	1200		250.00
									upto 200
									rett.

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M I	O 3	N 6	T H S 12		
Minerva	E	585	22	125	330	570	1050	2.00	
New Empire	E	860	22	125	337.50	600	1200	355.00 upto 100 nett.	
Orient	H	836	22	90	225	360	600	2.00	
Purna	Ben/E	792	21	87	207	310	500	2.00	
Radha	Ben	1000	22	107	290	510	800	1.50	
Tiger	E	342	21	30	90	180	360	175.00 upto 100 nett.	
Alochyya	Ben/H	596	21	35	85	150	250	0.50	
Bangabasi	Ben	600	22	..	120	200	320	0.50	
Bhabani	H	567	22	50	120	180	360	0.50	
Chhaya	Ben	550	21	0.62	
Chitrapuri	H	528	21	20	60	120	240	0.50	
Crown	H	827	21	35	105	210	420	0.50	
Darpana	Ben/H	750	21	90	270	480	720	2.00	
Dipty	Ben/H	630	21	30	60	100	120	40.0	
Ganesh	H	700	21	140	170	240	480	0.75	
Intally	H	700	21	15	30	60	120	0.50	
Janata	H	557	22	90	225	360	600	0.80	
Jogmaya	Ben	900	22	25	60	100	175	0.40	
Kalpana	H	711	21	20	50	100	125	0.40	
Kamal	H	705	22	25	70	125	225	0.40	
Khanna	H	880	21	60	165	300	540	0.50	
Khatoon Mahal	H	712	21	15	45	90	180	0.40	
Kirti	H	556	21	20	55	90	150	0.40	
Krishna	H	832	21	60	165	300	540	0.62	
Liberty	H	551	21	25	65	125	225	0.40	
Lotus	Ben	450	21	60	165	300	540	0.62	
Majestic	H	864	21	50	135	250	500	1.00	
Menoka	H	690	21	45	120	210	360	0.50	
Mitro	H	842	21	60	180	300	600	0.62	
National	Ben	550	21	0.40	
Naba Bharat	H	767	21	23	60	115	175	0.40	
Naba Rupam	H	803	21	37	105	175	300	0.40	
New	H	745	21	65	165	276	540	0.62	
Opera House	H	800	21	1.00	
Padmasree	Ben	800	21	20	55	75	180	0.50	
Parijat	Ben	971	22	30	90	180	360	0.50	
Prachi	Ben	784	22	80	200	325	580	1.00	
Priya	Ben/H	840	21	75	180	300	600	2.00	
Parbati	Ben/H	919	21	30	75	135	240	..	
P. Son	Ben	635	21	0.40	
Purabi ^a	Ben	800	21	65	165	300	540	0.75	
Purbasha	H	836	21	40	105	180	300	0.50	
Regal	H	400	21	50	140	250	450	0.50	
Regent	H	705	21	40	90	150	250	0.40	
Rupali	Ben	840	21	45	120	220	420	0.62	
Rupam	Ben/H	514	21	50	90	150	300	0.50	
Sree	Ben	844	21	65	165	300	540	1.00	
Talkie Show House	E	574	21	30	90	160	300	0.62	
Ujjala	Ben	900	21	65	165	300	540	1.50	

Name	Language	Capacity	No. of Shows per wk.	Rates of Sildes				Film Rates per ft. per wk.
				M I	O 3	N 6	T H S I 2	
Uttara	Ben	900	21	65	165	300	540	1.50
Bidhusree	H	550	21	25	75	140	250	0.40
Kalka	H	688	21	0.40
Paramount	Ben	750	21	0.40
Park S. H.	H	600	21	0.40
BIHAR								
Dhanbad Pop. 57,000								
E. R. Institute	H	720	16	12	30	50	85	0.30
Jamshedpur Pop. 304,000								
Basant	H	690	22	30	75	130	235	0.60
Jamshedpur	H	788	21	30	70	125	225	0.60
Kareem	E/H	741	21	30	70	125	225	0.60
Regal	H/E	691	22	25	60	110	200	0.37
Patna Pop. 364,000								
Anand (City)	H	18	50	90	150	0.35
Ashok	H/E	856	21	40	100	175	300	1.00
Elphistone P.P.	H	1057	21	40	100	175	300	1.00
Krishna (City)	H	595	21	18	50	90	150	0.50
Pearl	H	877	22	30	75	125	225	0.75
Regent	H	769	22	27	70	130	250	0.75
Rupak	H	550	22	23	66	120	200	0.75
Veena	H/E	958	22	40	100	175	300	1.00
Ranchi Pop. 122,000								
Plaza	H	560	15	..	80	150	250	0.75
Ratan	E	450	15	0.75
Rupasree	H	403	25	..	85	55	275	0.65
Sri Vishnu	H	604	21	50	125	200	350	0.75
DELHI Pop. 2,359,000								
Delite	H	1060	28	80	225	425	800	2.00
Filmistan	H	701	29	75	210	400	750	1.75
Golcha	H	669	29	80	225	425	800	2.00
Natraj	H	800	29	75	210	400	750	1.25
Odeon	H/E	800	28	135	375	700	1250	3.00
Regal	H/E	658	29	100	275	500	960	2.00
Rivoli	E	442	28	90	250	450	800	2.00
Shiela	H/E	986	28	135	375	700	1250	3.00
Amba	H/E	1017	29	100	275	500	900	2.00
Defence	H	284	28	20	50	80	150	0.50
Defence Cantt.	H	306	17	20	50	80	150	0.50
Eros	H	781	29	65	180	350	650	1.25
Imperial	H	427	28	20	55	100	180	0.75
Jagat	H	652	29	65	150	275	475	1.00
Jubilee	H	614	29	35	100	165	275	0.75
Khanna	H	600	28	20	55	100	180	0.75
Liberty	H	803	29	75	210	410	750	1.50

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M I	O 3	N 6	T H S 12		
Majestic	H	541	29	45	125	225	400	0.75	
Minerva	H	601	28	45	120	225	395	1.00	
Mohini	H	366	18	0.40	
Moti	H	699	29	50	140	270	500	1.00	
Naaz	H	672	29	50	140	260	500	1.50	
Novelty	H	600	28	65	150	275	475	1.25	
Palace	H	628	29	40	110	200	375	1.00	
Plaza	E	702	29	90	250	450	800	2.00	
Ritz	H	618	29	65	150	275	475	1.00	
Shalimar	H	439	29	35	100	175	300	0.75	
Westend	H	528	29	45	125	225	400	1.00	
Excelsior	H	438	28	20	55	100	180	0.50	
Kumar	H	417	29	25	65	120	230	0.50	
Laxmi Palace	H	450	22	30	80	150	290	0.40	
New Amar	H	540	29	20	50	90	160	0.40	
Palam	H/E	492	16	20	55	100	180	0.50	
Race Course	H/E	440	16	20	55	100	180	0.50	
Radhu	H	565	22	30	80	150	275	0.50	
Robin	H	576	28	15	40	75	140	0.40	
Stadium	H/E	464	16	20	55	100	180	0.50	
Sudarshan	H	526	29	30	80	150	290	0.75	
Vivek	H	1.60	

GUJARAT**Ahmedabad Pop. 1,206,000**

Krishna	H	699	28	55	150	275	500	1.50	
Relief	H	919	28	65	175	325	600	1.50	
Advance	H/E	465	28	40	100	185	350	1.00	
Alankar	H	860	28	55	150	275	500	1.25	
Central	E	553	28	55	150	275	500	0.75	
Cinema-De-France	H	428	28	15	40	175	150	0.40	
Laxmi	H	717	28	40	100	185	350	1.00	
Light House	H	868	28	40	100	185	350	0.75	
L. N.	H	728	28	40	100	185	335	1.00	
Novelty	H	792	28	40	125	225	400	1.25	
Prakash	H	725	28	40	100	185	350	0.60	
Rupam	H	599	28	50	125	225	400	1.25	
English	H	426	28	15	40	75	150	0.40	
Usha	H	573	28	25	60	110	200	0.60	
Vasant	H	544	28	20	55	100	190	0.40	

Baroda Pop. 298,000**Maharani Shanta**

Davi	H	750	21	35	90	165	300	0.50	
Navrang	H	914	21	35	90	165	300	0.50	
Sadhna	H	414	21	35	80	140	250	0.50	
Sagar	H	495	21	35	90	165	300	0.50	
Pratap	H	354	21	25	50	90	175	0.50	

Bhavnagar Pop. 177,000

Alka	H	700	21	15	45	80	150	0.50	
------	---	-----	----	----	----	----	-----	------	--

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T 12	H S 12	
Deepak	H/E	560	21	15	40	75	150		0.50
Palace	H/E	633	22	15	40	75	150		0.50
Rupam	H	797	21	15	45	80	150		0.60
Sangam	H	573	21	15	40	75	140		0.45
Vijaya	H/E	565	22	15	40	75	150		0.50
Jamnagar Pop. 149,000									
Anupam	H	1000	24	20	55	100	180		0.40
Deepak	H	581	21	10.50	31.25	54.75	104		0.35
Jaishree	H	1160	21	13	34	68	125		0.35
Shatrushalya	H	743	21	10	27	52	100		0.50
Surat Pop. 288,000									
Capital	H	500	21	25	50	100	187.50		0.62
Mohan	H	599	21	25	50	100	187.50		0.62
New Laxmi	H	408	21	25	50	100	187.50		0.75
New Parkash									0.75
New Super	H/E	672	21	15	40	75	150.00		0.50
Vasant	H	361	21	25	50	100	187.50		0.62
<u>JAMMU & KASHMIR</u>									
Jammu Pop. 108,000									
Hari	H	560	21	20	50	90	130		0.45
Jewel	H	536	21	18	52	90	160		0.50
New Uttam	H	410	22	20	50	90	160		0.50
Shankar	H	841	21	20	50	90	180		0.50
Tiger	H	520	21	20	50	90	160		0.40
Srinagar									
Amish	H	663	21	30	80	140	220		0.50
Palladium	H	690	21	30	75	125	210		0.50
Regal	E	787	28	30	75	130	210		0.50
<u>KERALA</u>									
Calicut Pop. 190,000									
Coronation	Mal	1145	17	12.50	32	60	110		0.40
Crown	Mal	808	17	15	32	60	110		0.50
Devison	Mal	1160	20	15	40	75	130		0.50
Radha P.P.	Mal	1167	17	15	32	60	110		0.50
Cochin Pop. 84,000									
Star	E	859	17	15	35	65	120		0.62
Patel	Mal	1329	16	15	35	65	120		0.50
Royal	Mal	826	16	12	34	60	110		0.50
Majestic	Mal	1050	16	5	14	28	50		w-Rs. 25 m-Rs. 75 upto 100
Kottayam									
Rajamahall	Mal	1300	15	12	35	65	120		0.35
Star	Mal	775	18	15	35	65	120		0.30

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides				Film Rates per ft. per wk.
				M I	O 3	N 6	T H S 12	
Quilon Pop. 91,000								
Kumar	Mal	730	15	20	55	100	190	0.35
Sri Mulam	Mal	1000	15	20	55	100	190	0.35
Zenith	Mal	998	16	10	25	45	85	0.35
Trichur								
Jos	Mal	1113	16	15	45	85	165	0.45
Rama Varma	Mal	1095	17	12	36	70	135	0.45
Matha	Mal	1074	17	12	36	70	130	0.40
Girija	Mal	1095	16	10	25	50	120	0.30
Trivandrum Pop. 3,02,000								
Central	Mal	1500	16	12	32	55	110	0.40
Chitra	Mal	1360	18	10	20	35	63	0.35
New Theatre	Mal	1450	16	12	35	65	110	0.40
Padmanabha	Mal	950	16	8	18	35	62	0.35
Sri Kinar	E	965	16	12	35	65	110	0.62
Janatha	Mal	968	16	12	32	55	80	0.30
Karthikeyan	Mal	1200	15	8	18	35	62	0.30
MADHYA PRADESH								
Bhopal Pop. 222,000								
Alpana	H	1000	14	30	80	150	250	0.75
Bharat Talkies	H/E	985	22	30	85	150	250	..
Bhopal Talkies	H	803	22	20	55	100	175	..
Laxmi	H	760	15	15	40	70	125	0.40
Natraj	H	750	15	15	40	70	125	0.50
Rang Mahal	H	900	15	30	80	150	250	0.75
Durg								
Tarun	H	738	17	7	20	35	65	0.30
Vasant	H	740	17	15	30	50	90	0.30
Prabhat	H	736	16	15	30	50	90	0.25
Gwalior Pop. 301,000								
Ashok	H	670	16	20	55	100	180	0.40
Bharat	H	540	16	18	48	90	120	0.35
Chitra	H	520	21	20	55	100	150	0.35
Filmistan	H	750	21	25	65	110	200	0.50
Gwalior	H/E	550	21	15	30	48	84	0.35
Krishna	H	490	21	22	55	100	175	0.65
Regal	H	600	21	17.25	46	86.25	138	0.50
Tansen	H	400	14	15	30	48	84	0.30
Yadav	H	604	22	20	55	100	150	0.40
Indore Pop. 395,000								
Alka	H	795	21	20	50	90	160	0.75
Bambino	E	213	21	15	40	75	140	0.60
Ellora	H	697	21	15	40	75	140	0.40
Jyoti	H	860	14	15	40	75	140	0.60

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T 12	H 12	
Prakash	H	843	22	20	50	90	160		0.60
Raj	H	847	21	15	40	75	140		0.60
Saroj	H	767	16	10	25	45	75		0.30
Starlit	E	700	16	11.25	28.75	46	85		0.50
Yeshwant	E	798	17	20	50	90	160		0.75
Diamond	H	690	16	10	25	45	75		0.30
Milkyway	H/E	250	14	9	25	40	72		0.30
Jabalpur Pop. 367,000									
Delite	E	560	16	13	37.50	75	150		0.40
Empire	E	640	16	15	40	80	150		0.50
Plaza	H	941	21	20	55	100	170		0.50
Sharda	H	590	15	15	40	75	125		0.40
Shree Krishna	H	769	21	22	55	100	170		0.75
Shree	H	556	21	15	40	75	125		0.40
Subhash	H	898	21	18	50	80	150		0.40
Shyam	H	856	21	15	45	90	180		..
Central	H	690	22	15	40	80	125		0.30
Mahavir	H	517	17	13	35	60	110		0.30
MADRAS									
Coimbatore Pop. 286,000									
Delite	Tam	1221	18	20	50	80	130		0.45
Diamond	Tam	1105	16	25	65	110	200		0.45
Irudaya	Tam	1335	16	20	50	80	130		0.35
Naaz	Tam	997	16	20	50	80	130		0.35
Raja'	Tam	1500	16	20	50	80	130		0.45
Rainbow	E	814	15	25	65	110	200		0.50
Srinivas	E	540	16	25	65	110	200		0.50
Ashok	Tam	1200	17	15	40	60	100		0.30
Deyaki	Tam	793	14	17.50	40	72	120		0.30
Shanmuga	Tam	1263	16	20	50	80	130		0.30
Swamy	Tam	1442	18	20	50	80	130		0.30
Madras Pop. 1,729,000									
Globe	E	781	22	110	315	600	1140		1.50
Midland	E/H	855	22	125	337.50	600	1050		2.00
New Elphinstone	E	648	22	80	225	420	780		2.00
Odeon	E	896	22	115	315	600	1140		2.00
Sahanis	E	846	22	85	240	450	840		1.50
Shanti	Tam	1212	22	135	375	675	1200		2.00
Ashok	H	1100	22	50	120	220	400		0.50
Bharath	Tam	801	21	35	90	165	300		0.50
Bhuvaneswari	Tam	1025	22	45	135	240	450		0.50
Broadway	Tam	1000	22	60	180	360	720		0.75
Casino	Tam	926	22	80	225	420	840		..
Chitra	Tam	1025	21	60	135	260	500		1.00
Crown	Tam	1068	21	45	125	240	420		0.50
Gaiety	Tam	878	22	60	165	300	600		0.75
Krishna	Tam	1198	22	65	165	320	620		0.75
Maharani	Tam	846	22	30	82	150	270		0.50

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T H S 12		
Minerva	E	299	22	60	165	300	550	..	
Paragon	Tam	945	22	60	150	280	550	1.00	
Plaza	Tam	846	22	65	180	330	660	1.00	
Prabhat	Tam	1174	21	65	170	330	640	0.62	
Ram	Tam	1015	22	50	140	280	550	0.40	
Roxy	Tam	804	22	60	165	300	540	0.75	
Sayani	Tam/H/								
	E	842	22	40	110	200	350	0.50	
Star	H	953	22	60	160	320	560	0.75	
Venus	Tam	882	21	20	50	80	140	0.35	
Uma	Tam	900	22	50	115	180	360	0.50	
Wellington	Tam	946	22	60	165	300	540	1.00	
Brighton	Tam	610	22	45	135	240	460	0.40	
Eros	Tam	588	17	40	110	200	380	0.40	
Jayaraj	Tam	989	21	50	140	280	550	0.35	
Kamadhenu	Tam	906	21	45	125	240	460	0.40	
Laxmi	Tam	785	22	40	120	200	350	0.35	
Liberty	Tam	769	22	40	110	220	425	0.35	
Mahalaxmi	Tam	818	22	35	65	120	180	0.35	
Murugan	Tam	808	22	25	70	135	260	0.40	
Noorjehan	Tam	815	22	35	90	150	280	0.35	
Select	Tam	768	22	40	90	160	300	0.35	
Sun	Tam	989	22	40	110	200	380	0.40	
Thangam	Tam	1051	16	30	80	150	260	0.35	
Anand	E	1.25	
Madurai Pop. 424,000									
Central	Tam	1662	16	..	35	60	100	0.62	
Chandra	Tam	1550	15	..	25	48	85	0.40	
Chintamani	Tam	1560	15	..	25	48	85	0.50	
City	Tam	1100	16	..	25	48	85	0.40	
Dinamani	Tam	1200	16	..	25	48	85	0.40	
Kalpna	Tam	1637	21	..	25	48	85	0.50	
Lakshmi	Tam	1478	15	..	25	48	85	0.40	
Meenakshi	Tam	583	21	..	30	60	120	0.40	
New	Tam	1358	16	..	25	48	85	0.50	
Parameswari	Tam	1080	16	10	25	48	100	0.40	
Regal	E	843	16	..	25	48	85	0.62	
Sri Devi	Tam	1549	16	..	25	48	85	0.40	
Imperial	Tam	976	16	..	25	48	85	0.30	
Salem Pop. 249,000									
Ambigai	Tam	1350	15	21	30	55	100	0.40	
Central	Tam	600	16	12	30	55	100	0.40	
New	Tam	937	15	10	25	45	65	0.40	
New Imperial	E	810	17	15	40	70	100	0.75	
Oriental	Tam	1042	16	12	30	55	100	0.50	
Palace	Tam	1222	16	..	36	60	110	0.50	
Santi	Tam	1055	21	12	30	55	100	0.50	
Shanmuga	Tam	1053	16	15	40	70	100	0.40	
Siddeswara	Tam	1100	14	8	20	35	60	0.40	
Bharath	Tam	1175	15	6	15	25	45	0.30	

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T 12	H S 12	
Central Victoria	Tam	1800	17	6	15	25	45		0.30
Jyothi	Tam	1205	16	15	40	70	110		0.30
Prabhat	Tam	951	17	15	40	70	100		0.30
Tiruchirapalli Pop. 249,000									
Central	Tam	1260	18	8	20	35	60		0.40
Jupiter	Tam	915	16	10	27	52	100		0.50
Palace	Tam	1001	21	15	25	60	110		0.50
Plaza	E	350	16	15	40	75	140		0.75
Prabhat	Tam	1289	16	15	35	60	110		0.50
Raja	Tam	1125	16	15	35	60	110		0.50
Ramakrishna	Tam	803	16	10	27	52	100		0.40
Roxy	Tam	851	16	10	30	55	100		0.50
Wellington	Tam	1300	16	12	30	55	100		0.50
Murugan	Tam	1249	16	10	27	52	100		0.30
Padmanani	Tam	10	27	52	100		0.30

MAHARASHTRA

Bombay City Pop. 4,152,000

Alankar	H	1117	11	250	600	1050	1800		2.50
Eros	E	1166	21	250	600	1050	1800		200
									upto 100
Excelsior	E	804	21	150	390	720	1260		1.75
Liberty	H	1137	21	250	600	1050	1800		3.00
Lotus	H	826	21	125	300	550	1000		2.00
Maratha Mandir	H	1081	21	250	600	1050	1800		3.00
Metro	E	1491	21	250	600	1050	1800		250
									upto 200
Naaz	H	1060	21	250	600	1050	1800		2.50
New Empire	E	810	21	250	600	1050	1800		3.00
Novelty Cinema	H	1200	21	175	450	750	1200		2.50
Rex	E	820	21	75	175	325	600		1.75
Strand	E	650	21	250	600	1050	1800		3.00
Bharatmata	H	600	21	40	100	175	300		0.50
Broadway	H	770	21	75	200	350	600		0.75
Capital	H	..	21	65	160	300	550		0.50
Central	H	787	21	60	150	270	510		1.25
Chitra	H	675	21	60	150	275	500		1.00
Citylight	H	762	21	40	100	175	300		0.62
Deepak	H	652	21	40	100	175	300		0.40
Defence	H	600	21	50	125	225	400		0.50
Hindmata	H	683	21	40	110	200	350		0.50
Imperial	H	825	21	60	150	275	500		1.25
Jaihind	H	883	21	75	150	275	500		0.75
Kismat	H	711	21	40	100	175	300		0.50
Kohinoor	H	820	21	75	200	350	600		0.75
Krishna	H	650	21	60	150	270	500		1.00
Kum Kum	H	679	21	40	110	210	400		0.50
Minerva	H	842	21	60	150	270	480		1.25

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T 12	H 12	
Palace	H	778	21	60	150	275	500	1.00	
Paradise	H	637	21	40	100	175	300	0.50	
Plaza	H	800	21	125	300	550	1000	1.25	
Rivoli	H	683	21	30	80	150	250	0.62	
Royal Opera House	H	800	21	75	150	275	500	1.25	
Shree	E	533	21	40	100	175	300	0.50	
Super	H	826	21	60	150	275	500	1.25	
Surya	H	726	21	40	100	175	300	0.50	
Swastik	H	829	21	75	200	350	600	1.25	
New Shireen	H	800	21	40	100	175	300	0.35	
Star	H	727	21	20	55	105	200	0.30	
Taj	H	574	21	50	125	225	400	0.40	
(Andheri)									
Navrang					100	250	450	1.00	
Usha	H	574	21	40	100	175	300	0.35	
(Bhandup)									
Krishna	H	354	21	15	35	60	100	0.35	
(Bandra)									
Bandra	H	549	21	50	125	225	400	0.75	
Neptune	H	745	21	50	125	225	400	0.75	
New	E	685	21	50	125	225	400	1.25	
Roxy		2.50	
(Borivli)									
Diamond	H	526	21	25	60	100	175	0.30	
Jaya	H	400	21	25	60	100	175	0.30	
(Bassein)									
Prabhat	H	522	21	15	35	60	100	0.40	
(Goregaon)									
Goregaon	H	430	21	25	60	100	175	0.30	
(Malad)									
New Era	H	498	21	18	45	85	160	0.30	
(Mulund)									
Ganesh Chitra	H	405	21	15	35	60	100	0.30	
Jawahar	H	610	21	10	25	40	75	0.30	
(Vile Parle)									
Shri Laxmi	H	521	21	20	55	110	195	0.40	
Vyankatesh	H	582	21	20	55	100	175	0.25	
(Chembur)									
Natraj	H	800	21	75	200	350	600	1.00	
Vijay	H	500	21	40	100	175	300	0.50	

Name	Language	Capacity	No. of shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T H S 12		
(Ghatkopar)									
Uday	H	550	21	40	100	175	300	0.50	
(Kurla)									
Akash	H	625	21	50	125	225	400	0.50	
Bharat C. M.	H	367	21	40	100	175	300	0.40	
New Model	H	659	21	25	60	100	175	0.40	
Kolhapur Pop. 187,000									
Liberty	H	534	21	..	24	48	96	0.50	
Prabhat	H	522	21	8	20	35	60	0.50	
Royal	H	525	21	8	20	35	60	0.50	
Saraswati	H	732	21	15	42	75	130	0.50	
Shahu	H	434	21	8	20	35	68	0.50	
Usha	H	625	21	6	16	30	52	0.50	
Miraj									
Amar	H	480	21	6	16	30	55	0.35	
Deval Ch. M.	H	480	21	6	18	36	64	0.35	
Nagpur Pop. 644,000									
Panchsheel	H	860	21	30	75	125	225	1.25	
Anand	H	620	21	20	50	85	155	0.45	
Jaishree	H	750	21	20	50	90	160	0.75	
Kailash	Mar/H	783	16	10	28	50	90	0.25	
Narsing	Mar/H	606	16	20	55	100	180	0.62	
Regal	H	715	21	20	50	90	160	0.75	
Regent	Mar/H/								
	E	472	19	20	55	100	180	0.62	
Shree	H	766	21	20	50	80	150	0.75	
Shri Krishna	H	425	21	10	27	50	90	0.40	
Vasant		..						1.00	
Vijay	H	791	21	20	50	90	160	0.75	
Amardeep	H	580	21	10	27	50	90	0.40	
Central	H	625	21	12	32	60	100	0.40	
Kamal	H	500	21	10	27	50	90	0.35	
Rajvilas	H	630	21	15	40	75	125	0.40	
Nasik Pop. 131,000									
Chitra Mandir	H	732	21	10	30	55	100	0.50	
Hemlata	H	575	21	10	25	45	80	0.40	
Madhukar	H	449	21	10	25	50	100	0.50	
Vijayanand	H	600	21	15	40	75	125	0.50	
Asok	H	400	21	15	42	75	130	0.30	
Regimental	H	530	21	10	25	45	80	0.40	
Wikas	H/E	625	21	10	30	55	100	0.40	
Poona Pop. 663,000									
Alka	E	839	21	40	110	200	350	0.75	
New Empire	E	343	21	50	120	210	360	0.75	
West End	E	585	21	50	120	210	360	0.75	

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T H S 12		
Capital	H	551	21	30	80	125	225	0.62	
Globe	H	664	21	30	75	132	240	0.62	
Hind Vijaya	H	934	21	35	90	160	300	0.50	
Liberty				20	50	90	160	0.35	
Minerva	H	610	21	30	75	132	240	0.62	
Nishat	H	635	21	30	80	150	280	0.50	
Prabhat	Mar/H	782	21	20	55	100	300	0.50	
Sri Krishna	H	650	21	30	75	132	240	0.50	
Vijay C.M.	H	761	21	30	80	150	250	0.40	
Paramount	H	446	21	30	75	125	225	0.35	
Vijayanand	H	600	21	20	50	90	160	0.40	
Sangli									
Anand Ch. M.	H	462	21	8	22	35	60	0.30	
Jai Shree	H	388	21	8	20	35	60	0.30	
Padma	H	604	21		30	60	120	0.35	
Pratap	H	500	21	7	20	35	65	0.30	
Sadasukh	H	665	21	10	30	50	100	0.35	
Saraswati	H	550	28	10	30	50	100	0.35	
Sholapur Pop. 338,000									
Bhagwat Ch. M.	H	506	21	12	32	60	110	0.50	
Bhagwat Ch. M.	H	941	21	12	32	60	110	0.50	
Bhagwat K. M.	H	405	21	12	32	60	110	0.50	
Padma Chitra	H	690	21	15	40	75	140	0.35	
Uma Ch. M.	H							0.50	
Prabhat	H	706	21	10	27	50	75	0.35	
Praja C. M.	H	500	23	10	25	40	75	0.35	
Veena	H	500	23	10	25	40	75	0.35	
MYSORE									
Bangalore Pop. 1,207,000									
Liberty	E	679	21	45	120	210	360	1.00	
New Imperial	E	463	22	30	80	150	250	1.00	
Plaza	E	530	21	35	95	150	250	1.00	
Rex	E	754	21	45	120	210	375	1.00	
Ashoka	Kan	750	21	20	55	100	180	0.62	
Alankar	H	820	22	40	105	200	385		
Bharath	Kan	542	21	25	70	120	200	0.40	
B.R.V.	E	538	21	30	80	150	250	0.75	
Elgin	Kan	535	21	25	70	130	250	0.40	
Everest	Kan	432	21	25	70	130	250	0.40	
Geetha	Kan	877	21	25	70	110	200	0.62	
Jai Hind	Kan	701	21	25	60	100	180	0.40	
Jai Shree	Kan	500	21	18	50	100	180	0.40	
Jalahalli East	Kan	480	9	15	40	75	140	0.30	
Jalahalli West	Kan	456	9	15	40	75	140	0.30	
Kalpna	Kan	1027	21	35	90	170	300	1.00	
Kempagowda	Kan	450	21	25	70	110	210	0.40	
Laxmi	Kan	839	21	25	60	100	180	0.62	
Majestic	Kan	837	21	25	60	110	200	0.75	

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T HS 12		
Minerva	Kan	600	21	25	60	110	200		0.62
Naaz	Kan	628	21		0.40
New Opera	Kan	799	25	30	60	100	180		0.40
Palace	Kan	662	21	22	55	100	180		0.40
Sharada	Kan	744	21	22	55	100	180		0.40
Shree	Kan	1122	21	25	55	100	180		0.62
Shivaji	Kan	744	21	20	50	85	150		0.40
Super	Kan	880	21	25	60	100	180		0.62
Swastik	Kan	694	21	25	60	100	180		0.62
Vijailakshmi	E	580	25	35	95	150	250		0.75
Central	Kan	777	21	18	50	100	200		0.30
Himalaya	Kan	454	21	40	80	150	280		0.30
New Empire	Kan	437	21	18	50	100	200		0.30
Paramount	E	700	21	20	55	100	180		0.40
Rajesware Theatre	Kan	440	21		0.40
Belgaum Pop. 147,000									
Azad	Kan	550	21	10	25	48	85		0.35
Chitra	Kan	498	17	10	25	48	85		0.35
Huns	H/Kan	520	21	10	25	48	85		0.45
Radio	Kan	441	21	10	25	48	85		0.45
Ritz	Kan	591	21	10	25	48	85		0.45
Shri Krishna	Kan	619	21	10	25	48	85		0.50
Hubli Pop. 171,000									
Mallikarjuna	Kan	460	21	15	38	58	90		0.45
Mohan	Kan	707	21	15	38	58	90		0.75
Rupam	Kan	550	21	15	38	58	90		0.45
Chandrakala	Kan	450	21	8	22	40	65		0.13
Sudershan	Kan/H	360	21	5.50	15	27	50		0.20
Ganesh	H	360	21	6	16	30	30		0.36
Deccan	Kan/H	380	21	5.50	15	27	50		0.20
Mangalore Pop. 165,000									
Jyothi	Kan	839	17	12	30	55	100		0.35
Rupavani	Kan	1185	17	12.50	35	60	120		0.35
Balaji	E	880	17	5	15	35	60		0.20
Chitra	Kan	1100	17	12	30	50	90		0.25
New Chitra	Kan/H/								
	Tel/E	905	16	10	25	40	65		0.25
Ramakanthi	Kan/H	1129	24	20	20	40	70		0.20
Mysore Pop. 253,000									
Chamundeswari	Kan	714	21	18	48	80	140		0.45
Gayathri	E	742	21	15	40	75	130		0.50
Lakshmi	Kan	799	21	12.50	30	52	95		0.45
New Opera	Kan	1150	21	15	40	75	130		0.35
Olympia	Kan	789	21	15	40	75	150		0.45
Prabhat	Kan	808	21	15	40	75	150		0.45
Raj Kamal	Kan	947	21	17.50	50	85	140		0.45
Ranjit	Kan	954	21	12	30	52	95		0.35
Sri Ganesh	E	784	21	15	40	65	110		0.50

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M I	O 3	N 6	T 12	H 12	
Padma	Kan	1003	21	
Shree	Kan/H	684	21	0.30
Uma	Kan	785	16	0.30
ORISSA									
Cuttack Pop. 146,000									
Capital	H	614	18	15	35	65	115		0.60
Prabhat	H	606	16	15	35	65	115		0.60
United	H	658	21	15	35	65	115		0.40
Hind	H/E	675	18	12	30	55	100		0.20
Rourkela									
Leela	H/E	515	17	30	80	140	250		0.50
Razak	H/T1	495	16	15	40	75	140		0.40
PUNJAB									
Ambala Pop. 182,000									
Capital	H	520	23	30	80	155	250		0.50
Defence	H/E	260	22	15	40	75	140		0.30
Minerva	H	424	21	35	65	125	245		0.40
Nigar	H	528	21	35	80	125	245		0.50
Nishat	H	525	23	35	65	120	225		0.50
Novelty	H	388	17	20	50	75	140		0.35
Amritsar Pop. 384,000									
Adarsh	H	676	21	25	70	125	200		0.50
Ashok	H	540	23	23	60	100	175		0.50
Chitra	H	1050	23	30	80	150	275		0.30
City Light	H	750	21	20	55	100	150		0.40
Inder Palace	H	650	21	25	60	100	175		0.50
Nandan	H	836	21	30	80	150	275		0.50
New Rialto	H	650	21	40	100	180	350		0.25
Prakash	H	550	23	30	80	150	275		0.75
Amrit	H	576	23	15	35	55	100		0.40
Krishna	H	750	22	26	60	100	175		0.30
Liberty	H	748	22	25	60	100	150		0.40
Nishat	H	615	21	26	60	100	175		0.30
Regent	H	655	22	20	55	100	175		0.40
Chandigarh Pop. 89,000									
Jagat	H	950	21	35	90	165	300		0.50
Kiran	H	700	14	35	90	165	300		0.37
Neelam	H	550	21	25	70	130	240		0.50
Jullundur Pop. 265,000									
Defence	H/E	371	18	15	40	60	100		0.30
Hari Palace	H	747	22	20	55	105	190		0.45
Jyoti	H	692	22	25	70	125	225		0.50
Krishna	H	790	22	17	45	80	135		0.35

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides				Film Rates per ft. per wk.
				M I	O 3	N 6	T H S I 2	
Laxmi	H	580	22	20	55	105	200	0.50
Naaz	H	600	21	20	55	100	160	0.35
Odeon	H	680	21	12	30	55	100	0.35
Regal	H	695	21	15	40	75	140	0.35
Sant	H	867	24	25	60	100	175	0.50
Ludhiana Pop. 244,000								
Deepak	H	690	22	50	125	200	350	0.50
Kailash	H	664	23	27	80	135	250	0.50
Navlakha	H	730	21	50	125	200	350	0.50
Raikhya	H	640	29	50	125	200	350	0.40
Society	H	450	23	35	100	180	320	0.50
Laxmi	H	895	29	50	125	200	350	0.50
Minerva	H	465	21	50	125	200	350	0.40
Patiala Pop. 125,000								
Capital	H	690	21	20	50	90	160	0.50
Malwa P. P.	H	918	22	20	55	100	180	0.50
Phul	H	922	22	20	55	100	180	0.50
Simla								
Regal	H	500	23	35	95	175	260	0.50
Ritz	H	500	22	35	95	175	300	0.50
Rivoli	H	380	29	30	85	165	325	0.50
Shahi	H	315	22	20	55	100	175	0.40
<u>RAJASTHAN</u>								
Ajmer Pop. 231,000								
Ajanta	H	884	29	20	50	90	175	0.75
New Majestic								0.75
Plaza	H	590	29	17	51	85	160	0.75
Prabhat	H	666	29	17	51	85	150	0.75
Shri	H	800	29	17	51	85	150	0.75
Jaipur Pop. 403,000								
Man Prakash	H	843	28	35	85	150	250	1.00
Mayur	H	910	21	40	100	175	300	1.00
Polo Victory	H	790	21	35	85	150	250	0.75
Ram Prakash	H	1280	28	25	60	100	180	0.60
Prem Prakash	H	831	29	40	100	175	300	1.00
Shree Ganga	H	678	28	30	80	140	250	0.75
Jodhpur Pop. 224,000								
Chitra	H	719	22	20	50	85	150	0.50
Minerva	H	750	21	25	60	100	180	0.75
Stadium	H	771	22	25	60	100	180	0.60
Olympic	H	882	21	25	60	100	180	0.75
Charbhuj	H	800	22	15	40	65	100	0.40

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides						Film Rates per ft. per wk.
				M	O	N	T	H	S	
				I	3	6			12	
UTTAR PRADESH										
Agra Pop. 509,000										
Basant	H	595	25	30	75	140	250			0.50
Bharat	H	749	23	30	75	140	250			0.45
Chitra	H	651	25	30	75	140	250			0.25
Defence	H/E	366	16	15	40	75	140			0.40
Imperial	E	424	17	30	75	140	250			0.62
Jaswant P. P.	H	600	21	30	75	140	250			0.50
Jeevan	H	393	23	30	75	140	250			0.40
Mahalaxmi P. P.	H	813	25	30	75	140	250			0.50
Nand	H	604	21	30	75	140	250			0.45
New Taj	H	703	23	30	75	140	250			0.45
Roxy	H	693	25	30	75	140	250			0.40
Mahavir	H	553	23	30	75	140	250			0.40
Allahabad Pop. 431,000										
Ajanta	H	513	28							0.50
Laxmi	H	882	22	25	65	110	210			0.50
Mansarovar	H	558	28	28.25	75	142.50	250			0.37
Moti Mahal	H	532	28	30	80	150	250			0.50
Naaz	H	542	28	20	50	90	175			0.45
Niranjan	H	885	29	45	120	210	380			0.75
Palace	H	590	29	40	110	220	350			0.25
Plaza	H	588	29	30	75	140	250			0.50
Rupbani	H	490	21	30	75	140	250			0.37
Vishambar	H	685	28	33	80	150	275			0.37
Bareilly Pop. 273,000										
Natraj	H	344	21	20	55	100	175			0.40
Hind	H	680	21	15	40	70	125			0.40
Imperial	H	775	21	15	40	75	150			0.50
Jagat	H	596	21	15	40	60	100			0.40
Kumar	H	777	21	27	75	140	260			0.40
Novelty	H	482	21	20	55	100	175			0.40
Dehra Dun Pop. 156,000										
Capri	E	430	22	15	40	65	110			0.50
Chiniya	H	550	21							0.40
Digvijay	H	476	21							0.50
Filmistan	H	556	22	15	35	60	110			0.40
Laxmi	H	550	21	14	38	65	120			0.50
New Empire	H	564	22	15	40	65	120			0.50
Orient	H	411	21	15	40	68	120			0.50
Prabhat	H	441	22	15	45	70	120			0.50
Camp	H	830								0.30
Defence	H	368	14		40					0.30
Gorkha	H	450	14							0.30
Kanpur Pop. 971,000										
Capital	H	650	28	15	35	55	100			0.45
Central	H	726	21	17	45	85	160			0.45

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T 12	H S 12	
Delite	H	623	22	15	35	55	100		0.50
Filmistan	H	587	22	25	65	100	200		0.50
Imperial	H	696	23	22.50	60	95	180		0.50
Jai Hind	H	686	21	20	55	100	175		0.45
Majestic	H	587	21	20	55	90	175		0.45
Moti Mahal	H	880	22	20	55	90	175		0.45
Natraj	H	1040	22	20	55	100	175		0.50
Nigar	H	517	28	15	42	78	144		0.45
Regal	E	364	16	45	100	180	325		1.00
Roxy	H	400	14		0.45
Rupan	H	646	29	20	60	120	200		0.45
Sesh Mahal	H	1550	22	20	55	90	175		0.45
Sunder	H	650	29	30	80	150	250		0.75
Vivek	H	800	22	30	80	150	250		0.75
Lucknow Pop. 656,000									
Basant	H	690	28	25	75	120	220		0.75
Capital	H	605	21	25	70	120	220		0.75
Elphinston	H	570	22	20	50	100	180		0.40
Filmistan	H	665	22	25	65	110	200		0.50
Jagat	H	610	22		0.30
Jai Hind	H	621	22	20	50	90	170		0.30
Liberty	H	589	22	20	50	90	170		0.40
Mayfair	E	672	22	48	108	210	410		1.25
Naaz	H	707	21	20	55	90	160		0.40
Odeon	E	670	22	25	65	110	220		0.75
Prince	H	665	21	20	55	100	180		0.45
Ashok	H	292	21		0.40
Krishna	H	600	21		0.30
Mehra	H	413	21	15	40	75	140		0.30
Prakash	H	422	22	15	40	75	140		0.30
Sudershan	H	429	21	15	40	65	100		0.30
Mussoorie									
Rialto	H	245	21	30	85	150	..		0.50
Meerut Pop. 284,000									
Eve's P. H.	H	794	22	15	30	50	90		0.50
Mayfair	E	750	21	15	40	70	125		0.50
Mehtab	H	657	21	15	40	60	100		0.40
Menka	H	800	21	15	40	70	125		0.30
Nigar	H	900	21	15	40	75	125		0.50
Nishat	H	752	22	15	40	75	125		0.50
Palace	H	585	22	15	30	50	90		0.40
Phoenix	H	600	21	12	33	60	108		0.40
Rivoli	H	500	21	12	33	60	108		0.45
Naini Tal									
Ashok	H	352	21	18	50	80	..		0.35
Capital	H	450	21	17	45	75	..		0.35

Name	Language	Capacity	No. of Shows per wk.	Rates of Slides					Film Rates per ft. per wk.
				M 1	O 3	N 6	T H S 12		
Varanasi Pop. 490,000									
Bhagirathi	H	640	22	25	65	100	175	0.50	
Bharati	H	660	29	25	65	100	175	0.40	
Chitra	H	624	16	20	55	100	160	0.40	
Deepak	H	730	22	25	60	100	175	0.50	
Kanhaiya Ch. M.	H	538	29	25	60	110	200	0.62	
Lalita	H	432	22	25	60	100	175	0.45	
Nishat	H	602	21	25	60	100	175	0.50	
Prakash	H	786	29	28	60	110	200	0.50	
Shireen	H	532	21	15	40	60	100	0.40	
Yamuna	H	630	21	25	60	100	175	0.50	
Filmistan	H	484	22	15	40	70	110	0.40	
Ganesh	H	0.40	

BARABATI RAFFLE

(Authorised by the Government of Orissa)

IN AID OF

BARABATI STADIUM, CUTTACK

and

RED CROSS SOCIETY (ORISSA BRANCH)

Draws held every 4 months

in February-March, June-July and September-October
(or early November)

BUY A TICKET FOR RUPEE ONE ONLY

and

TAKE YOUR CHANCE

To Win

GUARANTEED FIRST PRIZE OF Rs. 1,00,000/-

Form of 18 tickets for Rs. 12/- only.

(2½% of net profit goes to National Defence Fund)

For details contact:

Honorary Secretary,

**BARABATI RAFFLE COMMITTEE
CUTTACK-5**

EFFECTIVE MEDIA OF ADVERTISING

YOJANA (English)

YOJANA (Hindi)

Fortnightly journals on planning and development published under the authority of the Planning Commission.

BHAGIRATH

(English Quarterly)

The only authoritative journal on water and power Projects in India.

INDIAN & FOREIGN REVIEW

(English Fortnightly)

Carries comprehensive review of Indian and Foreign Affairs.

TRAVELLER IN INDIA

(English Bi-monthly)

Colourful journal on Travel and Tourism.

INDIAN INFORMATION

(English)

BHARATIYA SAMACHAR

(Hindi)

Fortnightly journals covering the activities and announcements of the Government.

BAL BHARATI (Hindi)

Very attractive and widely circulated children's monthly journal.

AJKAL (Hindi)

AJKAL (Urdu)

Monthly household journals devoted to art, literature and culture of India.

KURUKSHETRA (English)

KURUKSHETRA (Hindi)

Monthly journals devoted to community development, agricultural production and rural reconstruction.

PANCHAYATI RAJ (English)

Monthly journal covering Panchayati Raj and Village Uplift Movement in India.

SOCIAL WELFARE (English)

SAMAJ KALYAN (Hindi)

Monthly journals devoted to Social Welfare Movement and uplift of women and children.

For further particulars, please write to:

**BUSINESS MANAGER
PUBLICATIONS DIVISION
MINISTRY OF INFORMATION & BROADCASTING
OLD SECRETARIAT, POST BOX 2011
DELHI - 6**

DA65/133

PRODUCTION CHARGES FOR 35-mm. AD-FILMS

The charges shown in the table below are approximate and for indoor shooting only. The minimum amount charged is for a film 100 feet long, or with a screening time of 1 minute.

Type of Film	Charges per foot of film produced
Black & White ..	Rs. 25 to Rs. 40
Colour	Rs. 50 to Rs. 75

OUTDOOR ADVERTISING

RAILWAY STATIONS

Railway Region	Contact Address
Central Railway	Commercial Publicity Officer, Central Railway, BOMBAY-V.T.
Eastern Railway	Commercial Publicity Officer, 14-16 Govt. Place East, CALCUTTA.
Northern Railway	Commercial Publicity Officer, State Entry Road, NEW DELHI.
North-Eastern Railway ..	Public Relations Officer, North-Eastern Railway, GORAKHPUR.
Northeast Frontier Railway	Commercial Publicity Officer, Northeast Frontier Railway, PANDU.
Southern Railway	Commercial Publicity Officer, Southern Railway, 18-A Mount Road, MADRAS-2.
South Eastern Railway ..	Commercial Publicity Officer, 11 Garden Reach Road, CALCUTTA-43.
Western Railway	Commercial Publicity Officer, Churchgate, BOMBAY-1.

CLASSIFIED LIST OF RAILWAY STATIONS

'A' CLASS STATIONS

Central Railway	Agra Fort, Ahmedabad, Ajmer, Anand, Bandra, Baroda, Bhavnagar Terminus, Bombay Central, Charni Road, Churchgate, Dadar, Grant Road, Indore, Jaipur, Jamnagar, Junagadh, Marine Lines, Mehsana, Rajkot Jn., Ratlam, Surat, Surendranagar, Ujjain.
-----------------------	--

Western Railway	The list of stations is the same as for Central Railway.
Eastern Railway	Asansol, Bandel Jn., Bhagalpur Jn., Burdwan, Dhanbad, Durgapur, Gaya, Howrah, Moghal Sarai, Naihati, Patna Jn., Sahib Ganj Jn., Sealdah, Ranaghat.
Northern Railway	Allahabad, Amritsar, Delhi, Kanpur, Ludhiana, Lucknow, New Delhi, Varanasi.
North Eastern Railway ..	Gorakhpur, Lucknow, Mahendrughat, Muzaffarpur, Samastipur.
Northeast Frontier Railway	Gauhati, Katihar, Siliguri.
Southern Railway	Bangalore Cantonment, Bangalore City, Calicut, Coimbatore, Dindigul, Erode, Guntakal, Hubli, Jalarpur, Katpadi, Kumbakonam, Madras (Egmore), Madras Central, Madurai, Mysore City, Mayuram, Raichur, Tanjavur, Tirunelveli, Tiruchirapalli Jn., Trivandrum Central, Villupuram, Vijayawada.
South-Eastern Railway ..	Adra, Balasore, Berhampur (Ganjam), Bhubaneswar, Bilaspur, Burnpur, Chakradharpur, Cuttack, Durg, Hatia, Kharagpur, Khurda Road, Puri, Raipur, Ranchi, Rourkela, Sambalpur, Tatanagar, Waltair.

'B' CLASS STATIONS

All stations not included above are considered 'B' class stations. These are subject to revision from time to time.

RATES**Railway Station Hoardings**

Eastern Railway	According to the locaton of the site Minimum Rs. 5.00 per sq. ft. per year.
-----------------------	---

Northern Railway	FOR 'B' CLASS STATIONS
------------------------	-------------------------------

Upto 100 sq. ft. Rs. 500.00 per year.
The rate comes down as the area goes up.

FOR 'A' CLASS STATIONS

As for 'B' class stations plus 50%.

Note : Hoarding sites at New Delhi station, Delhi Main station, Defence Colony level crossing, Lothian Bridge, Minto Bridge and Tilak Bridge will be charged at the rate of Rs. 8.00 per sq. ft. per year.

North-Eastern Railway ..	FOR 'B' CLASS STATIONS
--------------------------	-------------------------------

Upto 100 sq. ft. Rs. 400.00 per year.
The rate comes down as the area goes up.

FOR 'A' CLASS STATIONS

As for 'B' class stations plus 50%.

COMBINED RATES FOR 'A' & 'B' CLASS STATIONS

As for 'B' class stations plus 50% pro rata on the space booked for 'A' class stations.

Northeast Frontier Railway The rate for ordinary site is Rs. 5.00 per sq. ft. per year and for special position is Rs. 7.00 per sq. ft. per year.

Southern Railway FOR 'A' CLASS STATIONS

Rs. 5.00 per sq. ft. per year.

FOR 'B' CLASS STATIONS

Rs. 3.00 per sq.ft. per year.

FOR DOUBLE-SIDED HOARDINGS

50% extra.

FOR SPECIAL POSITIONS

Rates on application.

MINIMUM CHARGES

For single-sided hoarding Rs. 100.00 per year.

For double-sided hoarding Rs. 150.00 per year.

South-Eastern Railway .. Floor rate Rs. 2.00 to Rs. 16.00 per sq. ft. per year according to the importance of the station and site.

NOTE : For hoarding advertisements at sites in all Railway regions, applications should be accompanied with a sketch showing the site required, the size of the hoarding, the height from the ground level and lay out of the matter proposed to be advertised. The erection and removal of hoarding advertisements must be carried out by advertisers their cost, and must be to the satisfaction and, under the supervision, of the Railway authorities.

Enamelled Plates, Printed Tin-Plates and Painted Boards (Min. size 5 sq. ft.)

FOR 'B' CLASS STATIONS

1 to 50 sq. ft.				Rs. 8.00 per sq. ft. per year		
Every additional sq. ft. over	50	Add	Rs. 6.00	-do-	-do-	-do-
-do-	100	"	Rs. 4.00	-do-	-do-	-do-
-do-	200	"	Rs. 3.00	-do-	-do-	-do-
-do-	300	"	Rs. 2.50	-do-	-do-	-do-
-do-	400	"	Rs. 2.00	-do-	-do-	-do-
-do-	500	"	Rs. 1.75	-do-	-do-	-do-
-do-	750	"	Rs. 1.50	-do-	-do-	-do-
-do-	1000	"	Rs. 1.25	-do-	-do-	-do-
-do-	2500	"	Rs. 1.12	-do-	-do-	-do-
-do-	5000	"	Rs. 1.00	-do-	-do-	-do-

FOR 'A' CLASS STATIONS

As for 'B' class stations plus 50%.

COMBINED RATES FOR 'A' AND 'B' CLASS STATIONS

As for 'B' class stations plus a 50% pro rata additional charge on space booked for 'A' class stations.

These rates are the same for all Railway regions, except Victoria Terminus Station, Bombay, where the rate is Rs. 16.00 per sq. ft. per year for individual boards and hoardings.

MINIMUM ORDER ACCEPTED

For 'A' class stations : Rs. 100 per year.

For 'B' class stations : Rs. 50 per year.

Posters (Max. size 25 in. x 40 in.)

FOR 'B' CLASS STATIONS

1 to 5 posters			Rs. 25.00	per poster	per year
Every additional poster over	5	Add	Rs. 20.00	-do-	-do-
-do-	10	„	Rs. 18.00	-do-	-do-
-do-	25	„	Rs. 16.00	-do-	-do-
-do-	50	„	Rs. 14.00	-do-	-do-
-do-	100	„	Rs. 13.00	-do-	-do-
-do-	250	„	Rs. 12.00	-do-	-do-
-do-	500	„	Rs. 11.00	-do-	-do-
-do-	750	„	Rs. 10.00	-do-	-do-

FOR 'A' CLASS STATIONS

As for 'B' class stations plus 50%.

COMBINED RATES FOR 'A' AND 'B' CLASS STATIONS

As for 'B' class stations plus a 50% pro rata additional charge on space booked for 'A' class stations.

Neon-Signs

Eastern Railway

RENTAL FOR DISPLAY IN AND AROUND HOWRAH AND SEALDAH STATION AREA.

Upto 151 sq. ft. Rs. 50.00 per sq. ft. per year. The rate comes down as the area goes up, and includes cost of service connection and energy consumption.

Northern Railway

FOR DELHI & NEW DELHI STATIONS

Rs. 50.00 per sq. ft. per year.

FOR ALL OTHER STATIONS

Rs. 20.00 per sq. ft. per year.

North-Eastern Railway

FOR 'A' CLASS STATIONS

Rs. 30.00 per sq. ft. per year.

FOR 'B' CLASS STATIONS

Rs. 20.00 per sq. ft. per year.

Southern Railway

FOR 'A' CLASS STATIONS

Rs. 45.00 per year for single-sided sign.

Rs. 60.00 per year for double-sided sign.

FOR 'B' CLASS STATIONS

Rs. 30.00 per year for single-sided sign.

Rs. 40.00 per year for double-sided sign.

FOR SPECIAL POSITIONS

Rates on application.

MINIMUM AREA PER NEON-SIGN

8 sq. ft.

South-Eastern Railway

Floor Rate Rs. 10.00 to Rs. 30.00 per sq. ft. per year.

NOTE : In all cases except mentioned otherwise, the advertiser bears the cost of electric connections and also pays charges for electric consumption.
Data for Western and Central Railway was not received for this year, hence last year's data is being repeated.

OUTDOOR HOARDING RATES

The two sizes widely used in outdoor hoardings are : 12' x 8' and 20' x 10'.

Rates

Kind of Town	For 12' x 8' per month (Rs.)	For 20' x 10' per month (Rs.)
Metro Cities (Bombay, Calcutta, Delhi, Madras)	100—250	300—800
Towns with Population 5 to 10 lakhs ..	70—85	90—175
Towns with Population 2 to 5 lakhs ..	60—75	90—125
Towns with Population 2 lakhs and under	45—60	75—100

NOTE : (1) These rates are inclusive of all local taxes.

(2) The minimum period of contract is one year. If contracted for a shorter period, the rates are proportionately higher.

RADIO ADVERTISING

There is no commercial broadcasting in India.

However, from neighbouring Ceylon, commercial radio broadcasting are beamed on short-wave stations for listeners in India.

Radio Advertising Services of Cecil Court, Landsdowne Road, Bombay-1, accept orders for radio commercials from Indian advertisers.

COMMERCIAL RADIO RATES

Rates for annual contract:—					
	Upto Rs. 2,500	Upto Rs. 10,000	Upto Rs. 25,000	Upto Rs. 50,000	Above Rs. 50,000
During Class 'A' Hours 25 wds./15 secs. 50 wds./25 secs.	36.00	34.00	32.00	30.00	28.00
	50.00	48.00	46.00	44.00	42.00
	64.00	62.00	60.00	58.00	56.00
	84.00	82.00	80.00	78.00	76.00
100 wds./45 secs. 140 wds./60 secs.					8-wd. Time Check: Rs. 20.00 per announcement. 12-wd. Slogan Rs. 25.00 per announcement. Minimum number of announce- ments 364 per year.
During Class 'B' Hours 25 wds./15 secs. 50 wds./25 secs.	28.00	26.00	24.00	22.00	20.00
	40.00	38.00	36.00	34.00	32.00
	52.00	50.00	48.00	46.00	44.00
	68.00	66.00	64.00	62.00	60.00
100 wds./45 secs. 140 wds./60 secs.					8-wd. Time Check: Rs. 15.00 per announcement. 12-wd. Slogan Rs. 17.00 per announcement. Minimum number of announce- ments 364 per year.

	15 Mts.	30 Mts.	60 Mts.	Each additional quarter hour over 60 Mts.
Airtime Costs for Programmes				
Upto 13 times a year	Rs. 190.00	Rs. 330.00	Rs. 580.00	Rs. 140.00
14 to 26 times a year	Rs. 180.00	Rs. 320.00	Rs. 560.00	Rs. 135.00
27 to 52 times a year	Rs. 170.00	Rs. 300.00	Rs. 530.00	Rs. 127.00
Over 52 times a year	Rs. 160.00	Rs. 280.00	Rs. 490.00	Rs. 120.00

HOURS OF TRANSMISSION—ALL-ASIA SERVICES

Language	Monday through Friday	Class 'A' Hours	Class 'B' Hours
HINDI	7.00 a.m. to 9.00 a.m. 7.00 p.m. to 10.00 p.m.	7.00 a.m. to 7.30 a.m. 9.00 a.m. to 10.00 a.m. 10.00 p.m. to 11.00 p.m.
TELUGU	4.30 p.m. to 5.00 p.m.	4.30 p.m. to 5.00 p.m.
TAMIL	5.00 p.m. to 7.00 p.m.	5.00 p.m. to 6.00 p.m.
ENGLISH	7.00 a.m. to 9.00 a.m. 6.00 p.m. to 10.15 p.m.	7.00 a.m. to 7.30 a.m. 6.00 p.m. to 7.00 p.m. 9.30 p.m. to 10.15 p.m.
Language	Saturday	Class 'A' Hours	Class 'B' Hours
HINDI	7.00 a.m. to 10.00 a.m. 7.00 p.m. to 11.00 p.m.	7.00 a.m. to 7.30 a.m. 9.00 a.m. to 10.00 a.m. 10.00 p.m. to 11.00 p.m.

Language	Saturday			Class 'A' Hours	Class 'B' Hours
TELUGU	4.00 p.m. to 4.30 p.m.	4.00 p.m. to 4.30 p.m.
TAMIL	4.30 p.m. to 7.00 p.m.	4.30 p.m. to 6.00 p.m.
ENGLISH	7.00 a.m. to 9.00 a.m. 6.00 p.m. to 10.15 p.m.	7.00 a.m. to 7.30 a.m. 6.00 p.m. to 7.00 p.m. 9.30 p.m. to 10.15 p.m.
Language	Sunday			Class 'A' Hours	Class 'B' Hours
HINDI	7.00 a.m. to 1.00 p.m. 7.00 p.m. to 11.00 p.m.	7.00 a.m. to 7.30 a.m. 9.00 a.m. to 1.00 p.m. 10.00 p.m. to 11.00 p.m.
TELUGU	4.00 p.m. to 4.30 p.m.	4.00 p.m. to 4.30 p.m.
TAMIL	4.30 p.m. to 7.00 p.m.	4.30 p.m. to 6.00 p.m.
ENGLISH	7.00 a.m. to 10.00 a.m. 6.00 p.m. to 10.15 p.m.	7.00 a.m. to 7.30 a.m. 9.00 a.m. to 10.00 a.m. 6.00 p.m. to 7.00 p.m. 9.30 p.m. to 10.15 p.m.

Are you a small industrialist ?

LET GOVERNMENT HELP YOU

Through

N. S. I. C.

For

- | | |
|---------------------|---|
| MACHINES | on easy instalment payment basis. |
| PRODUCTION | of prototypes of machinery and machine tools. |
| TRAINING | to skilled and unskilled workers at the Prototype and Production Centres at Okhla (Delhi), Rajkot and Howrah. |
| CONTRACTS | assistance from DGS & D and Railways for supply of Stores. |
| DISTRIBUTION | of Radio and Transistor valves manufactured by M/s. Bharat Electronics Ltd. to small radio manufacturers. |
| PUBLICITY | by displaying small scale industries products in major exhibitions in the country and abroad. |

For further particulars, you are welcome to call on or write to :

THE NATIONAL SMALL INDUSTRIES CORPORATION LTD.
(A Government of India Concern)

**4, Rouse Avenue,
NEW DELHI.**

DA 65/113

BUSINESS REPRESENTATIVES AND OFFICES OF NEWSPAPERS

Name of the Paper & Place of Publication	Language & Periodicity	Bombay	Calcutta	Delhi	Madras	Other Places
1	2	3	4	5	6	7
ANDHRA PRADESH						
Andhra Bhoomi Secunderabad.	Telugu Dly.	P. C. Pathak, Jyoti, Block No. 14, Plot No. 177, Matunga Rd., Wadala,-31.	A. B. Bose, Flat No. 5, 9/74 Ramnath Majum- dar St.,-9.	Rajendra Rajan, 425 Chatta Lal Mian, Daryaganj.	P. N. Srinivasan, 15, V. S. Mudali St.,-15.	
Andhra Janatha Hydrabad.	Telugu Dly.	-do-	D. K. Roy, 51-A Rashbehari Avenue,-26.	..	D. P. Prakash Rao, 23 Kuppu Muthu Lane, Triplicane,-5.	..
Andhra Jyoti Vijayawada.	Telugu Dly
Andhra Prabha Vijayawada.	Telugu Dly.	Newspaper House, Sassoon Dock, Colaba,-5.	18-A Brabourne Rd.,-1.	Express Bldg., Mathura Rd., New Delhi-1.	H. O. Express Mount Rd.,-2.	..
Angaray Daily Hyderabad.	Urdu Dly.	Zaheer, Room No. 25, 15 Contractor Bldg., Karwar St., Ballard Estate,-1.	..	C. L. Khanna, 4 Jungpura Extn., New Delhi-14.

1	2	3	4	5	6	7
Daily Milap Hyderabad.	Urdu Dly.	Sarv Mittra, 25-B Noble Cham- bers, 3rd Floor, Parsi Bazar St.,-1.	S. C. Kar Chou- dhary, P.O. Box. No. 7860,-12.	Asaf Ali Rd., New Delhi-1.	..	Jullundur Miliap Rd.
Deccan Chronicle Secunderabad.	Eng. Dly.	P. C. Pathak, Jyoti, Block No. 14, Plot No. 177, Matunga Rd., Wadala,-31.	A. B. Bose, Flat No. 5, 9/74 Ramnath Majumdar St.,-9.	Rajendra Rajan, 425 Chhatta Lal Mian, Daryaganj. St.,-15.	P. N. Srinivasan, 15, V. S. Mudali St.,-15.	..
Jagriti Vijayawada.	Telugu Wkly.	2-B, Ishwar Bhavan, 'A' Road, Churchgate,-1.
Siasat Daily Hyderabad.	Urdu Dly.	Baburao Khande- kar, Barfiwala Lodge, Juhu Lane, Andheri,-58.	D. N. Mitra, 15 Mahraja Tagore Rd., Dhakuria,-31.	..	A. Umapathi, Adgerne, 5, Thanikachalam Chetty Rd., T. Nagar,-17.	..
ASSAM Assam Bani & Assam Tribune Gauhati	Assamese Wkly. & Eng. Dly.	V. S. Mani, 4, Maheshwari Bhavan, Matunga,-19.	25/B Chittaranjan Avenue.	K. L. Kapoor, A-232 Kalkaji, New Delhi-19.	V. S. Mudaly St., Saldapet,-15.	London E. C. 2 23 1/2 Strand.
Frontier Times Shillong.	Eng. Dly.	..	D. N. Varma, 5 Mission Row,-1.
Janmabhumii Jorhat.	Assamese Wkly.	Shalil Ghosh, Bipin Park, Rd., No. 5, Hindu Colony, Dadar,-14.	C. R. Das, 56, Dharamtalla St., -13.	..	S. K. Murthi, 9/585 Pycrofts Rd., Triplicane,-5.	..

1	2	3	4	5	6	7
Natun Asamiya Gauhati.	Assamese Dly.	P. B. K. Nair, Plot No. 20, Block 11, Tilak Nagar, Goregaon West.	Sushil Choudhury, C-2, Bharat Bhavan, 3 Chittaranjan Avenue;-13.
Shillong Times Shillong.	Eng. Wkly.	S. Shankar, Nanabhoi Man- sion, Sir P. M. Rd., Fort;-1.	C. R. Das, 56 Dharamtau St.;
Young India Shillong.	Eng. Wkly.	..	P. M. Dey, 204 Upper Circular Rd.:-4.
BENGAL (West) Amrita Calcutta.	Ben. Wkly.	C. B. Das Gpta, Metropolitan Insurance House, D. N. Rd.:-1, Phone 262853.	..	IENS Bldg., Rafi Marg, New Delhi-1. Phone 31469.	Amal Kanti Ghosh, LONDON W.C.2 30-B Chamier Rd., Biswanth Mukher- -28. Phone 75570. Jee, 21 Catherine St.	..
Amrita Bazar Patrika Calcutta.	Eng. Dly.	-do-	..	-do-	-do-	-do-
Ananda Bazar Patrika Calcutta.	Ben. Dly.	United Bank of India Bldg., Sir P. M. Rd.:-1. Phone: 252188, Telex: 011354.	..	15-B, Gangaram Hospital Marg, New Delhi-5. Phone: 53332. Telex: 031213.	LONDON E.C. 4 Wheatstheaf House Carmelite St., Phone: 1821.	..
Capital Calcutta.	Eng. Wkly.	R. Lakshmanan, B-3/120 Rajawadi; -77.	..	Nikhil Das, 11A/36, W.E.A., New Delhi-5.	P. R. Vasudeva- Naidu, 23 Guruvappa Chetty St., Chintadripet;-2.	..

1	2	3	4	5	6	7
Cine Advance Calcutta.	Eng. Wkly.	Noble Chambers, Parsi Bazar St., Fort,-I, Phone: 251828.	..	Shanti Nivas, Janpath Lane.
Cine Chitra Calcutta.	Hin. Mthly.	Narendra Jani, 24 Kanadia Estate, Subhas Rd., Vile Parle (East); -57.
Chitra Bharati Calcutta.	Hin. Mthly.	-do-
Desh Calcutta.	Ben. Wkly.	United Bank of India Bldg., Sir P. M. Rd.,-I. Phone: 252188, Telex: 011354.	..	15-B, Gangaram Hospital Marg, New Delhi-5; Phone: 53332, Telex: 031213.	..	LONDON E.C. 4 Wheatsheaf House Carmelite St.; Phone : 1821.
Engineering News of India Calcutta.	Eng. Mthly.	R. Lakshmanan, 68 Timber Terrace, Bhaudaji Rd., Matunga;-19.
Hindusthan Standard Calcutta.	Eng. Dly.	United Bank of India Bldg., Sir P. M. Road.-I, Phone: 252188, Telex: 011354.	..	-do-	...	-do-
Indian Finance Calcutta.	Eng. Wkly.	Jamshed S. Vatcha, Navsari Chambers, Outram Rd., Fort,-I.

1	2	3	4	5	6	7
Indian Journal of Power and River Valley Development Calcutta.	Eng. Mthly.	P. G. Nair, 41 Hamam St.;-1.
Journal of Mines Metals & Fuels Calcutta.	Eng. Mthly.	-do-
Jugantar Calcutta.	Ben. Dly.	C. B. Dasgupta, Metropolitan Insurance House, D. N. Rd.;-1, Phone: 262853.	..	I.E.N.S. Bldgs., Rafi Marg, ND-1, Phone: 31469.	Amal Kant-Ghosh, Chandrabagh Avenue;-4, Phone: 83291.	..
Kalyani Calcutta.	Ben. Mthly.	Shalil Ghosh, United Bank of India Bldg., Sir P. M. Rd., Fort;-1.	..	S. D. Banerjee, 8A/77 W.E.A., Karol Bagh; ND-5.
Mohammadi Calcutta.	Ben. Wkly.	K. S. R. Vaidya, 27 Apollo Pier Rd.; -1.
Neetee Calcutta.	Eng. Wkly.	Narendra Jani, 24 Kanadia Estate, Subhas Rd., Vile Parle (East); -57.
Paigam Calcutta.	Ben. Bi-Wkly.	K. S. R. Vaidya, 27, Apollo Pier Rd.; -1.

1	2	3	4	5	6	7
Raag Rang Calcutta.	Hin. Mthly.	Narendra Jani, 24 Kanadia Estate, Subhas Rd., Vile Parle (East);-57.
Road Transport Calcutta.	Eng Hin. & Pun. Mthly.	B. M. Vyas, 91 Bhandari St., 3rd floor;-3.	..	Amarlal C/o Desig, 9-B, Asaf Ali Rd.; ND-1.
Sanmarg Calcutta.	Hin. Dly.	Beevash Shome, 5 Kinchin-14th Rd., Khar;-52.	..	Hiralal Chaubey, 5954/3 Dev Nagar, N.D.-5.
Screen Calcutta.	Hin. & Ben. Wkly.	Narendra Jani, 24 Kanadia Estate, Subhas Rd., Vile Parle (East);-57.
Statesman Calcutta.	Eng. Dly.	5, Kasturi Bldg., Churchgate Reclamation, J. Tata Rd.;-1.	..	Connaught Circus, New Delhi	29th North Boag Rd.;-17.	LONDON W.C. 1 41/43, Whitehall.
Vishwamitra Calcutta.	Hin. Dly.	Noble Chambers, Parsi Bazar St.;-1, Phone: 251826.	..	Shanti Niwas Janpath
BIHAR Aryavarta Patna.	Hin. Dly.	U. B. Singh, 24 Vir Nariman Rd., Fort;-1.	J. N. Choudhary, 42 Chowringhee;- -16.	Ratikant Jha, IENS Bldg., Old Mill Rd.-1	R. N. Choudhary, No. 9 7th Main Rd. R. A. Puram;-28.	LONDON E.C. 4 F. L. Crane, 69 Fleet St.
Indian Nation Patna.	Eng. Dly.	-do-	-do-	-do-	-do-	-do-

1	2	3	4	5	6	7
Navarashtra Patna.	Hin. Dly.	P. C. Pathak, Block No. 14, Matunga Rd.;-31.	O. M. Wahi, C-2 Bharat Bhavan, 3, Chittaranjan Avenue;-13.	A. P. Pathak, 2091 Mahavir Gali, Teliwara.
Pradeep Patna.	Hin. Dly.	107 Mahatma Gandhi Rd.;-1.	7 Hastings St.	3/15 IENS Bldgs., Rafi Marg;-1.	193 Mount Rd.	LONDON, 2/3 Salisbury Square, Fleet St.
Ranchi Express Ranchi.	Hin. Wkly.		S. K. Guha, 56 Dharamtalla St.; South Extension -13, Phone 24-2418. II;-16.	A. Kumar, P-32,
Sada-E-Aam Patna.	Ur. Dly.	Baboo Rao Khandekar, Barfiwala Lodge, Juhu Lane, Andheri;-58 (AS).	S. C. Kar Chou- dhury, 60 Madhusudan Biswas Lane, Howrah.	
Searchlight Patna.	Eng. Dly.	107 Mahatma Gandhi Rd.;-1.	7 Hastings St.	3/15 IENS Bldgs., Rafi Marg;-1.	193 Mount Rd.	-do-
DELHI						
AICC Economic Review New Delhi.	Eng. Fortly.	K. P. Parameswa- ran, Navasari Cham- bers, 4th floor, Outram Rd.;-1.	Mahindra Singh, C.I.T. Bldgs., Block G, Flat 17, Christopher Rd.; -14.		R. Balu, 18 Parthasarathy Swamy St., Triplicane;-5.	TRIVANDRUM. P. S. Samuel, T. C. 856, Anna Bungalow, Nanthancode.
Arthik Sameeksha New Delhi.	Hin. Fortly.	-do-	-do-		-do-	-do-
Automobile India Delhi.	Eng. Mthly.		K. K. Gupta, 4 Thakar Baroda Lane.	

1	2	3	4	5	6	7
Bano Urdu Magazine New Delhi.	Ur. Mthly.	A. Peter, 45 Prem Court, Peddar Rd.;-26.	S.C. Kar Choudhury, 60 Madhusudan Biswas Lane, Howrah.	..	M. B. Srinivasn, 62 Natesa Iyer St., T. Nagai;-17.	LONDON W. I. E.H. King Hill 15 Chalfont Court, Baker St.
Biswin Sadi Delhi	Ur. Mthly.	R. B. Khare, P.B. No. 4090;-7.	Harold S. M. Bose, 59. Wellsley St.;-16.
Chitralekha Delhi.	Hin. Mthly.	Sabzada Tabasum, 17/771 Koliwada, Sion.	P. O. Box No. 7860;-12.
Daily Millap New Delhi.	Ur. Dly.	25B Noble Chambers, 3rd Floor, Parsi Bazar St.;-1.	
Daily Pratap New Delhi.	Ur. Dly.	R. B. Khare, P.O. Box No. 4090;-7.		..	P. N. Srinivasan, 15 V. S. Mudali St., Saidapet;-15, Phone: 41867.	..
Daily Tej Delhi.	Ur. Dly.	S. Raghupathy, 19/52 Welfare Villa, Sion, East;-22.	O. M. Wahi, C-2 Bharat Bhavan, 3 Chittaranjan Avenue;-13.	..	S. Vishwanathan, 9-A Muthu Gramani St., Mylapore;-15.	..
Daily Vir Arjun	Hin. Dly.	R. B. Khare, P.O. Box No. 4090;-7.		..	P. N. Srinivasan, 15 V. S. Mudali Saidapet;-15, Phone 41867.	..
Dawat Delhi.	Ur. Dly.	326, Ibrahim Rahimatulla Rd.;-3.	22/1 Dharamtalla St;-13.

1	2	3	4	5	6	7
Eastern Economist New Delhi.	Eng. Wkly.	T. N. N. Swamy, 1st Floor, United Commer- cial Bank Bldg., 359 D. N. Rd., Fort;-1, Phone: 253494.	Shirley Da Silva, 5A Sachidananda Chambers, 7 Chowringhee; Phone: 23-5029.	...	K. S. Ramanujam, LONDON Purushottam Bldg., W. H. Martin, 193, Mount Rd.;-2, 3 Salisbury Court, Phone: 86969.	
Hindustan New Delhi.	Hin. Dly.	Industrial Assu- rance Bldg., Opp. Churchgate Sta- tion;-1 Phone 242456.	Hastings St.;-7. Phone: 23-2892.	...	193 Mount Rd.; Phone: 86969.	LONDON E.C. 4 Hindustan Times House, 2 & 3 Salisbury Court, Fleet St. Salisbury Court, Fleet St.
Hindustan Times New Delhi.	Eng. Dly.	-do-	-do-	...	-do-	-do-
Hindustan Times Eve- ning News New Delhi.	Eng. Dly.	-do-	-do-	...	-do-	-do-
Indian Express New Delhi.	Eng. Dly.	Sassoon Dock, Colaba;-5.	18-A Brabourne Rd.;-1.	..	Express Estate, Mount Rd.;-2.	LONDON E.C. 4 29, Cecil House Holbour Biaduct.
Indian Railways New Delhi.	Eng. Mthly.	M. G. Menon, 41 Hamam St.; Phone: 252119.	D. Chakravarti, 18 Suri Lane.	...	P. N. Srinivasan, 15 V. S. Mudali St., Saidapet;-15, Phone 41867,	...
Kadambini New Delhi.	Hin. Mthly.	Industrial Assu- rance Bldg. Opp. Churchgate Station;-1.	Hstings St.;-7.	...	193 Mount Road.	..

1	2	3	4	5	6	7
Khilauna New Delhi.	Ur. Mthly.	A. Peter, 45 Prem Court, Pedder Rd.;-26.	S. C. Kar Chou- dhury, 60 Madhusudan Biswas Lane, Howrah.	...	M. B. Srinivasan, 62 Natesa Iyer St., T. Nagar;-17.	...
Mastana Jogi Delhi.	Ur. Mthly.	S. J. Uttam Singh, 3. Bhagwan Man- sions, Behind Metro Cinema;-1.
Nai Kahanaiyan Delhi.	Hin. Mthly.	T. I. Parikh, Press Media, General Assurance Bldg., D N. Rd.;-1. Phone: 263046.	Ashish Berman, 4 Ezra, Mansion, 10 Govt. Place East;-1. Phone: 23-1235.	...	P. Vishwanath, 193 Mount Road Phone: 84191.	...
Nandan New Delhi.	Hin. Mthly.	Industrial Assu- rance Bldg., Opp. Churchgate Station;-1.	Hastings Street;-7.	...	193 Mount Rd.;-2.	...
Organiser Weekly Delhi.	Eng. Wkly.	M/s. R. G. Singh & Co., 7 Cinema Rd.;-1.	M. P. Aggarwala, 66 Stephen House-1.	...	Shankar Shastry, 6, Sait Colony, 1st St., Egmore-8.	...
Patriot New Delhi.	Eng. Dly.	Syndicate Bank Bldg., 4th floor; Sir P. M. Rd.	4 Ezra Mansions, 10 Govt. Place East.	NEW YORK-17 Miss Mary Hagan, 765 United Na- tions, Plaza; LONDON N.W. 3 Iqbal Singh, 19-B, Lambolle Rd.,

1	2	3	4	5	6	7
Patriot (cont.)						
Saptahik Hindustan New Delhi.	Hin. Wkly.	Industrial Assu- rance Bldg., Opp. Churchgate Station;-1.	Hastings St;-7.	...	193 Mount Rd;-2.	MOSCOW. P. Unnikrishnan, House No. 52/16, Flat No. 158, ULITZ (CHKALOVA)
Sarita New Delhi.	Hin. & Ur. Mthly.	P. G. Nair, 41 Hamam St.	Sushil Ray Chau- dhuri,, C-2 Bharat Bhavan, 2 Chitta- ranjan Avenue;-13.	...	C. K. Haridas, C-193 Mount Rd.;	...
Sevagram Delhi.	Hin. Wkly.	C. H. Viswanath, General Assurance Bldg., 1st Floor, 232, D.N. Rd.:-1, Phone: 263096.	Harish Salvi, 35/9 Paddapukar Rd.;20 Phone: 473357.
Shama New Delhi.	Ur. Mthly.	A. Peter, 45 Prem Court, Pedder Rd. -26.	S. C. Kar Chou- dhury, 60 Madhusudan Biswas Rd., Howrah.	...	M. B. Srinivasan, 62 Natesa Iyer St., T. Nagar;-17.	...
Sushama New Delhi.	Hin. Mthly.	-do-	-do-	...	-do-	...
Shankar's Weekly New Delhi.	Eng. Wkly.	S. P. Kesh, 1/363 Broadway; -19.	D. P. Mitra, P 548 Lake Rd., Extension;-29.	...	K. S. Ramanujam, Purushottam Bldg., 193 Mount Rd.:-2.	...

1	2	3	4	5	6	7
Two Wheeler Delhi.	Eng. Mthly.		K. K. Gupta, 4 Thakar Baroda Lane.
GOA						
Gomantak Panjim.	Mar. Dly.	G. N. Chitnis, Chowgule & Co. (Hind) Pvt. Ltd., India House, Opp. G.P.O.;-1.
Navhind Times Panjim.	Eng. Dly.	5th Floor, Rahimtulla House, Homji St., Fort;-1.
GUJARAT						
Anjli Rajkot.	Guj. Mthly.	Joshi, Krishna Bldg., Ghodbandar Rd., Santa Cruz (West), -54	D. K. Roy, 51 Rasbehari Avenue;-26.	AHMEDABAD. P. M. Gandhi, 7 Sidharth, Paldi;-7.
Akhand Anand Ahmedabad.	Guj. Mthly.	Lotus House, Marine Lines.	Harish Salvi, 35/9 Paddapukar Rd.;-20.
Balsandesh Ahmedabad.	Guj. Wkly.	Arvind M. Shah, 38 Police Court Lane, D.N. Rd., Fort;-1.	D. K. Roy, 51-A Rasbihari Avenue;-26.	K. K. Bhatt, C/o Sandesh Office 13-B Shopping Centre, Jorbagh, ND.	A. Umaphathi, 5 Thanikachalam Chetty Rd., T. Nagar;-17.	...
Chandani Ahmedabad.	Guj. Mthly.	Narendra Jani, Kanadi Estate, Subhas Rd., Vile-Parle (East); -57.	...	M/s. Navbharat Agencies, 1/19, B.S.A. Extension; -6.	V. K. Narasimhan, 39A Nattu Subba- raya Mudali St., Mylapore;-4.	...

1	2	3	4	5	6	7
Chitrajyot Ahmedabad.	Guj. Wkly.	Arvind M. Shah, 38 Police Court Lane, D. N. Rd., Fort;-1.	-do-	K. K. Bhatt, C/o Sandesh Office, 13-B Shop- ping Centre, Jorbagh, ND.	A. Umapathi, 5 Thanikachalam Chetty Rd., T. Naga;-17.	...
Chitralok Ahmedabad.	Guj. Wkly.	S. P. Diwan, 7 Mehta Bldg., Medows St., Fort;-1.	B. N. Saigal, 15/A, Chandney Chowk St.;-13.
Gujarat Mitra and Gujarat Darpan Surat.	Guj. Dly.	R. C. Gandhi, 64 Alli Chambers, Tamarind Lane, Fort;-1.
Gujarat Samachar Ahmedabad.	Guj. Dly.	S. P. Diwan, 7 Mehta Bldg., Medows St., Fort;-1.
Janasatta Ahmedabad.	Guj. Dly.	N. M. Yajnik, 404-A, Kalbadevi Rd.;-2.	Harish Salvi, 35/9 Paddapukar Rd.;-20.	M/s. Navbharat Agencies, 2/19 B.S.A. Exn.;-9.	V. K. Narasimhan, 39-A, Nattu Sub- baraya Mudali St., Mylapore;-4.	...
Kutchmitra Bhuji.	Guj. Dly.	Janmabhoomi Advertisers, Ghoga St., Fort;-1.
Lokasatta Baroda.	Guj. Dly.	Ramesh K. Shah, 404/A, Kalbadevi Rd.;-2.	Harold S. M. Bose, 59 Wellesley St.; -16.

1	2	3	4	5	6	7
Lok Samachar Ahmedabad.	Guj. Diy.	S. P. Diwan, 7 Mehta Bldg., Medows St., Fort;-1.				
Nootan Gujarati Ahmedabad.	Guj. Wkly.	Narendra Jani, Kanadi Estate, Subhas Rd., Vile Parle (East):-57.	...	-do-	-do-	...
Rooperi Ranjan Rajkot.	Guj. Wkly.	Joshi, Krishna Bldg., G. B. Rd.:-54.	D. K. Roy, 51 Rasbehari Avenue:-26.			AHMEDABAD. P. M. Gandhi, 7 Sidharat Society Paldi:-7.
Sabras Ahmedabad.	Guj. Wkly.	N. M. Yagnik, 404-A, Kalbadevi Rd.:-2.	Harish Salvi, 35/9 Paddapukar Rd.:-20.	-do-	-do-	
Sandesh Ahmedabad.	Guj. Diy.	Arvind M. Shah, 36 Police Court Lane, D. N. Rd., Fort;-1.	D. K. Roy, 51-A Rasbehari Avenue:-26.	K. K. Bhatt, C/o Sandesh Office, 13-B Shopping Centre, Jorbagh, ND.	A. Umapathi, 5 Thanikachalam Chetty Rd., T. Nagar:-17.	...
Sansar Ahmedabad.	Guj. Mthly.	-do-	-do-		Adjems, 18 Sadulla St.:-17.	...
Sevak Ahmedabad.	Guj. Diy.	-do-	-do-	-do-	U. Umapathi, 5 Thanikachalam Chetty Rd., T. Nagar:-17.	...
Shreeang Ahmedabad.	Guj. Mthly.	S. P. Diwan, 7 Mehta Bldg., Medows St., Fort;-1.

1	2	3	4	5	6	7
Stree Ahmedabad.	Guj. Wkly.	Arvind M. Shah, 38 Police Court Lane, D. N. Rd., Fort;-1.	D. K. Roy, 51-A Rasbehari Avenue-26.	-do-	-do-	...
Swatantra Sarjan Baroda.	Guj. Dly.	M. R. Dwivedi, 25-B, Nobel Cham- bers, Parsi Bazar St., Fort;-1.	
Zankar Rajkot.	Guj. Wkly.	Joshi, Krishna Bldg., Ghodbandar Rd., Santa Cruz (West) -54.	-do-
JAMMU & KASHMIR						
Daily Aftab Srinagar.	Dly.	R. Laxmanan, 68 Timber Terrace, Bhaudaji Rd., Matunga;-19.
Daily Sandesh Jammu.	Ur. Dly.	T. N. N. Swamy, United Commercial Bank Bldg., D. N. Road, Fort;-1.	...	J. P. Bhatnagar, 1/12 Birbal Rd., Jangpura Extn., ND.
KERALA						
Kerala Bhushanam Kottayam.	Mal. Dly.	R. Kannan, 26-108 Meena Sadan, Sion- Matunga Rd. ;-22.	T. M. Chacko, 27 Lower Range; -19.	Dr. S. Krishna- murthy, 114 North Avenue; ND-1.	P. I. Bhaskaran Nair, 5 Nowrojee Rd.; 10.	...

1	2	3	4	5	6	7
Kerala Kaumudi Trivandrum.	Mal. Dly.	R. Lakshmanan, 68 Timber Terrace, Bhaudaji Rd., Matunga;-19.	...	K. Gopinath, 8, F. Lajpat Nagar, II; ND-14.	P. Vishwanath, Purshotham Bldgs., 193 Mount Road.	...
Malabar Herald Ernakulam	Eng. Wkly.	R. B. Khare, P.O. Box No. 4090;-7.	K. S. Thomas, Suite 5, 52B, Motts Lane;-13.
Malabar Mail Ernakulam.	Mal. Dly.	S. Shankar, Man- nanabhai, Man- sion, Sir P. M. Rd.;-1.	C. R. Das, 56 Dharamtalla St.;-13.	A. J. George, 28 Sikandra Rd., Hutments, & Henry Samuel, C-1/9 Tilak Marg, ND-1.
Malayala Manorama Kottayam.	Mal. Dly.	12/13 Jeevan Udyog, 278 D. N. Rd.;-1.	I. K. Sharma, 27-B, Chittaranjan Avenue;-13.	V. M. Marangoly, IENS Bldgs.; Rafi Marg; ND-1.	Dhun Bldgs., 175/1 Mount Rd.; P.O. Box No. 3760;-2.	...
Malayala Manorama Weekly Kottayam.	Mal. Wkly.	-do-	-do-	-do-	-do-	...
Malayala Rajam Quilon.	Mal. Dly.	T. N. N. Swamy, United Commer- cial Bank Bldg., D. N. Rd., Fort;-1.	D. K. Roy, 51-A, Rashbehari Avenue;-26.	V. N. Nair, 17 Windsor Place, ND.	Indira T. Nayar, 19C Melpedi Muthu Naik St., Nungambakkom; -34.	...
Malayala Rajyam Illustrated Weekly Quilon.	Mal. Wkly.	-do-	-do-	-do-	-do-	...

1	2	3	4	5	6	7
Mathrubhumi Ernakulam.	Mal. Diy.	O. N. Varma, 232 Hornby Rd.; Phone: 263093.	Sushil Ray Choudhary, C-2 Bharat Bhawan, 3, Chittaranjan Avenue; Phone: 23-2741.	M. L. Dhawan, IENS Bldg., Rafi Marg; ND-1. Phone: 35491-29.	21-C, Shenoy Nagar; Phone: 61643.	...
Mathrubhumi Illustrated Weekly Calicut.	Mal. Wkly.	-do-	-do-	-do-	-do-	...
MADHYA PRADESH						
Afkar Bhopal.	Ur. Diy.	M. R. Dwivedi, 25 Noble Chambers, Parsi Bazar St., Fort;-1.	D. N. Mitra, 75-B Maharaja Tagore Rd., Dhakuria;-31.
Daily Indore Samachar Indore.	Hin. Diy.	-do-	C. G. Chowdhury, 27/1A Raj Chandra Sen Lane;-9.	...	V. K. Narasimhan, 39 Nattu Subbaraya Mudali St., Mylapore;-4.	...
Daily Jagran Bhopal.	Hin. Diy.	Arvind M. Shah, Handloom House, Annexe, 38 Police Court Lane, D. N. Rd., Fort; Phone: 261183.	R. G. Ghosh, 1/7B, Dover Lane; -29.	Raman Bhatta- charyajee A/21, Jangpura Extn.; -14.	T. Perumal, 38 Mount Rd.;-6.	...
Jagran Indore.	Hin. Diy.	A. C. Daniels, 19 Vimla Mahal, Pedder Rd.;-26.	C. R. K. Kurup, 23/3D Satish Mukerji Rd., Kalighat;-26.	Rajendra Kapoor, J-11, Jorbagh Rd.; ND-3.	C. K. Haridas, 193 Mount Rd.; -2. Ujjain office, Chhattri Chowk.	...

1	2	3	4	5	6	7
Mahakosal Raipur.	Hin. Dly.	O. N. Verma, General Assurance Bldg., D.N. Rd., Fort;-1. Phone: 263096.		R. C. Pandit, 7/25 2nd Floor, Mehtab Singh Jain Bldg., Daryaganj;-6, Phone: 26856.
MADRAS						
Andhra Patrika Madras.	Tel. Dly.	O. N. Varna, General Assnc. Bldg., 1st floor, D.N. Rd.	R. Ganguli, 4 Ezra Mansions, 10 Govt. Place East.	M. L. Dhawan, 3rd Floor, IENS Bldgs., Rafi Marg;-1.
Andhra Sachitra Vara Patrika Madras.	Tel. Wkly.	-do-	-do-	-do-
Antiseptic Madras.	Eng. Mthly.	A. Ananda Rao, Ananda Nivas, Juhu;-54.	A. K. Barat, 4/1/E, Beadon Row;-6.
Chandamama Madras.	Mthly.	101 Pushpa Kunj, 16-A, Rd., Churchgate;-1.	
Dally Thanthi Madras.	Tam. Dly.	T. P. Varadachari, 4 Jámuna Sadhan, Mahatma Gandhi Rd., Mulund;-80.	T. N. A. Raman, 22/9 Manoharpukur Rd.;-29. Phone: 46-6257.
Dinamani Madras.	Tam. Dly.	Sassoon Dock, Colaba;-5.	18 Brabourne Rd.; -1.	9 & 10 Mathura Rd.;

1	2	3	4	5	6	7
Dinamalar Madras.	Tam. Dly.	R. Lakshmanan, 68 Timber Terrace, Bhaudaji Rd., Matunga :-19, Phone: 471498.	D. N. Mitra, 15 Maharaja Tagore Rd., Dhakuria :-31.	E. P. Radha- krishnan, 5 Sikandra Rd. Hutments: Phone: 43857.	K. Balasubrama- niam, 5 Giri Rd., T. Nagar, Madras-17.	...
Hindu Madras.	Eng. Dly.	Kasturi Bldgs., J. T. Rd., Churchgate.	First Floor, No. 11 Govt. Place East.	I.E.N.S. Bldg., Rafi Marg:-1.
Indian Express Madras.	Eng. Dly.	Sassoon Dock, Colaba :-5.	18-A Brabourne Rd. :-1.	9 & 10 Mathura Rd.
Kalaimegal Madras.	Tam. Mthly.	C. H. Viswanath, 9 Zainab Terrace, Santa Cruz East; -55.	H. Majumdar, 40 Gai Tindal Lane, Panchanantola, Howrah.
Kalkandu Madras.	Tam. Wkly.	A. Ranganathan, Flat No. 1, Plot 177, Jyoti, Matunga Rd., Near St. Joseph's School, Wadala :-31.
Kalki Madras.	Tam. Wkly.	R. Kannan, 26/208 Meena Sadan, Sion- Matunga Rd. :-22.	G. R. Ramaswamy, 11 Govt. Place, East, 1st Floor :-1.
Kannan Madras.	Tam. Fortly.	C. H. Viswanath, 9 Zainab Terrace, Santa Cruz East :- 55.	H. Majumdar, 30 Gai Tindal Lane, Lane, Panchanan- tola, Howrah.

1	2	3	4	5	6	7
Kumudam Madras.	Tam. Wkly.	A. Ranganathan, Flat No. 1, Plot 177, Jyoti, Matunga Rd. Near St. Joseph's School, Wadala;- 31.
Mail Madras.	Eng. Dly.	M. G. Menon, 41 Harnam St.;-1.	R. Ganguli, 4 Ezra Mansions, 10 Govt. Place East.	M. L. Dhawan, IENS Bldgs., Rafi Marg;-1.
Malai Murasu Madras.	Tam. Dly.	T. P. Varadachari, 4 Jamuna Sadhan, M.G. Rd., Mulund;-80.	Kumari V. S. Radha, 2/6 IENS Bldg., Rafi Marg;-1.
Manjari Madras.	Tam. Mthly.	C. H. Viswanath, 9 Zainab Terrace, Santa Cruz East; -55.	H. Majumdar, 30 Gal Tindal 217/1, Panchananola, Howrah.
MovieLand Madras.	Eng. Wkly.	E. S. Radha- krishnan, No. 2 Velhal Nivas, Xavier's St., Parel;-12.
Motor Madras.	Tam. Mthly.	R. Murti, 243/1937 Motilal Nagar, Goregoan;-62.	...	R. L. Khullar, K-3 Krishan Nagar P.O. Gandhi Nagar;-31.
Motorindia Madras.	Eng. Mthly.	-do.	-do-

1	2	3	4	5	6	7
Musalman Madras.	Ur. Dly.	M. A. Khan, Stadium Gouse, Block No. 1, 2nd Floor; Churchgate;-1.	...	J. P. Bhatnagar, J-12 Jungpura Extn.:-14.
Sport & Pastime Madras.	Eng. Wkly.	Kasturi Bldg., Jamshedji Tata Rd., Church Gate; Phone: 245764.	1st Floor; No. 11, Govt. Place, East, Phone: 23-5219.	IENS Bldg., Rafi Marg; Phone: 34133.
Swadesamitran Weekly Madras.	Tam. Wkly.	Bharat House, Apollo St., Fort;- 1.	11 Govt. Place East;
Swarajya Madras.	Eng. Wkly.	R. Kannan, 26/208 Meena Sadon, Sion- Matunga Rd.:-22.	G. R. Ramaswamy, 11 Govt. Place East.
MAHARASHTRA						
Amrit Nasik.	Mar. Mthly.	Aidun Bldg., Top Floor, Room No. 6, Dhobi Talao;-2.
Bharati Bombay	Hin. Fortly.	...	1/1 Meredith St.:- 13.	1, Mehta Sadan, Curzon Rd.:-1.	35-36, East Mada St.:-4.	...
Bharat Jyoti Bombay.	Eng. Wkly.	...	1 Waterloo St.	1/8 IENS Bldg., Rafi Marg.:- ND-1.
Bhavan's Journal Bombay.	Eng. Mthly.	...	1/1 Meredith St.:- -13.	Mehta Sadan, Curzon Rd.	35-36 East Mada St.:-4.	...

1	2	3	4	5	6	7
Blitz Bombay.	Eng., Hin. & Ur. Wkly.	...	The Pblicity So- ciety of India Ltd., 1 Waterloo St.	K.'L. Joseph, M-73 Connaught Place, Opp. Ex- Telephone change.	R. Ramachandran, J/163 Lloyds Rd., Royapettah;-14.	...
Commerce Bombay.	Eng. Wkly.	...	S. P. Chatterjee, 24 N.S. Rd.;-1.		P. N. Srinivasan, V. S. Mudali St., Saidapet;-15.	...
Dharmayug Bombay.	Hin. Wkly.	...	13/1 & 13/2 Govt. Place East.	10 Dayraganj;-6.		
Economic Times Bombay.	Eng. Dly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.	...	LONDON W.I. 3 Albamarie St.
Evening News of India Bombay.	Eng. Dly.	...	-do-	-do-	...	-do-
Eve's Weekly Bombay.	Eng. Wkly.	...	(Mrs.) S. Lall, 11 Hungerford St.;-16.	K. L. Talwar, Eve's Weekly, 133 M, Connaught Circus;-1.	P. Vishvanath, Purshottam Bldg., 193 Mount Rd.;-2.	LONDON W.C. I Napier House, 24-27 High Hol- born.
Femina Bombay.	Eng. Fortly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.
Filmfare Bombay.	Eng. Fortly.	...	-do-	-do-
Financial Express Bombay.	Eng. Dly.	...	10, Chowringhee Rd;-13.	9 & 10 Mathura Rd.	Express Estate, Mount Rd.;-2.	
Free Press Bulletin Bombay.	Eng. Dly.	...	Waterloo St;-1.	1/8 IENS Bldg., Rafi Marg.	...	LONDON W.C. 3 35 Crafion Way.
Free Press Journal Bombay.	Eng. Dly.	...	-do-	-do-	...	-do-

1	2	3	4	5	6	7
Glamour Bombay.	Eng. Annual.	...	29/A Hazra Rd., P.O. Box. 2794; -29, Phone 476083.	1/1558 Kashmere Gate, P.O. Box No. 1163;-6, Phone: 226032.
Hitavada Nagpur.	Eng. Dly.	S. Krishnan, Vulcan Insurance Bldg., Vir Nari- man Rd.;-1.	S. R. Choudhury, C-2 Bharat Bha- van, Chittaranjan Avenue;	R. C. Pandit, 7-23 Daryaganj;- -6.	S. Viswanathan, 9-A, Mathu Gra- mini St.;-4.	...
Illustrated Weekly of India Bombay.	Eng. Wkly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.
Indian and Eastern Engineer Bombay.	Eng. Mthly.	...	D. N. Varma, 5 Mission Row;-1.
Indian Express Bombay.	Eng. Dly.	...	1-A Brabourne Rd. Rd.	9 & 10 Mathura Rd.;-1.	Express Estate, Mount Rd.;-2.	...
Janasakti Bombay.	Guj. Dly.	...	Waterloo St.;-1.	1/8 IENS Bldg., Rafi Marg;-1.	LONDON W.C. 3 35 Crafton Way.	...
Jannabhoomi Bombay.	Guj. Dly.	...	(Mrs.) Bela Cha- lterjee, Room No. 30, 24 Netaji Subhas Rd.-1.	...	K. Venkataraman, C/o Motorindia, 5A/147 Mount Rd.;-2.	...
Jannabhoomi-Pravasi Bombay.	Guj. Wkly.	...	-do-	...	-do-	...
Kesari Poona.	Mar. Dly.	Sardar Griha;-2	P. 548 Lake Rd. Extn.;-29.	...	18 Sadulla St., T.Nagar;-17.	...

1	2	3	4	5	6	7
Lokasatta Bombay.	Mar. Dly.	...	18-A Brabourne Rd.;-2.	9 & 10 Mathura Rd.	Club House Rd.; -2.	...
Madhuri Bombay.	Hin. Fortly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.	42 Wiles Road, Royapettah-14.	...
Matribhumi Akola.	Mar. Dly.	B. P. Acharya, 107 M. G. Rd.;-1.
Nagpur Times Nagpur.	Eng. Dly.	C. H. Ramnath, 156/11 Sion;-22.	A. B. Bose, 8/7A Ramnath Majum- dar St.;-9.	K. L. Seth, 47 Aziz Rd., Karol Bagh;-5.	C. K. Haridas, Purushotam Bldg., Mount Rd.;-2.	...
Navbharat Times Bombay.	Hin. Dly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.
Navashakti Bombay.	Mar. Dly.	...	Waterloo St.;-1.	1/8 IENS Bldg., Rafi Marg;-1.
Navaneet Bombay.	Hin., Mar. & Guj. Mthly.	...	H. Mazumdar, 30 Gali Tindal Lane, Panchananantola, Howrah.	...	P. N. Srinivasan, 15 V. S. Mudali St., Saidapet;-15.	...
Parag Bombay.	Hin. Mthly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.
Reader's Digest Bombay.	Eng. Mthly.	...	6, Hastings St.;-1.
Reader's Magazine Bombay.	Eng. Mthly.	...	S. N. Saigal, 15-A, Chandni Chowk St.;-13.

1	2	3	4	5	6	7
Rekha Nagpur.	Hin. Mthly.	T. N. N. Swamy, United Commer- cial Bank Bldg., 359 D.N. Rd.;-1.	M/s. Adgems, 5 Thanikachalam Chetty Rd., 5, T. Nagar.	...
Samarpan Bombay.	Guj. Fortly.	...	1/1 Meredith St.;- -13.	1 Mehta Sadan, Curzon Rd.;-1.	35-36 East Mada St.;-4.	...
Screen Bombay.	Eng. Wkly.	...	10, Chowringhee Rd.;-13.	9 & 10 Mathura Rd.;-1, P.O. Box No. 571.	Express Estates, Mount Rd.;-2.	LONDON E.C. 1. 29 Cecil House, Holborn Viaduct.
Sunday Lokasatta Bombay.	Mar. Wkly.	...	10, Chowringhee Rd.;-13.	-do-	Club House Rd.; Mount Rd.;-2.	-do-
Sunday Standard Bombay.	Eng. Wkly.	...	-do-	-do-	-do-	-do-
Tarun Bharat Nagpur.	Mar. Dly.	L. P. Kunte, 160 D.N. Rd.;-1, Phone: 266496.	S. K. Banerjee, 76/2 Bidhan Sarani, X-12;-6 Phone: 557069.	Rajendra Rajan, 425 Chhatta Lal Mian, Daryaganj.	S. Viswanathan, 9-A Mathu Gramin St., Mylapore;-4, Phone: 73793.	...
Tin as of India Bombay.	Eng. Dly.	...	13/1 & 13/2 Govt. Place East.	10 Daryaganj;-6.
Tren]l Bombay.	Eng. Mthly.	...	11, Hungerford St.;-16.	133 M. Connaught Circus;-N.D.-1.	Purushottam Bldg., 193 Mount Rd.;-2.	...
Yugadharma	Hin. Dly.	...	S. K. Banerjee, 76/2 Bidhan Sara- ni, X-12;-6, Phone: Mian, Daryaganj. 55-7069.	Rajendra Rajan, 425 Chhatta Lal Mian, Daryaganj.	S. Vishnathan, 9-A Mathu Gramin St., Phone: 73793	...

1	2	3	4	5	6	7
MYSORE						
Deccan Herald Bangalore.	Eng. Dly.	A. C. Daniels, 19 Pedder Rd.; 26, Phone: 70725.	Manish Sarkar, 1, S. R. Das Rd.; 26, Phone: 46-2481.	...	C. K. Haridass, Purushotham Bldg. Mount Rd.; 2, Phone 84191.	...
Gokula Bangalore.	Kan. Wkly.	R. Lakshmanan, 68 Timber Terrace, Bhaudaji Rd., Matunga; 19.	V. K. Narashimhan, N.S. Mudali St.; 4.	...
Janapragati Bangalore.	Kan. Wkly.	S. Shankar, 3rd Floor, Nanabhai Mansion, St.; 13. Sir P. M. Rd.; 1.	C. R. Das, 56 Dharamtalla St.; 13.
Janavani Bangalore.	Kan. Dly.	C. H. Viswanath, 9, Zainab Terrace, Santa Cruz East; 55.	Harish Salve, 35/9, Peddapukur Rd.; 20.	...	A. Unapathi, 18, Sadulla St.; 17.	...
Kallasa Bangalore.	...	R. Lakshmanan, 68 Timber Terrace, Bhau Daji Rd., Matunga; 19.	V. K. Varasimhan, N. S. Mudali St.; 4.	...
Karnaveer Hubli.	Kan. Wkly.	V. S. Mani, 4 Maheshwari Bhavan, Telang Cross Rd., Metunga; 19. Phone: 472794.	H. Majumdar, 30, Gai Tindal Lane, Panchananantolla Rd., Howrah, Phone: 67-3164.	...	P. N. Srinivasan, 15 V. S. Mudali St., Saidapet; 1. Phone: 88867.	...
Kasturi Hubli.	Kan. Mthly.	-do-	-do-	...	-do-	...

1	2	3	4	5	6	7
Mysindia Bangalore.	Eng. Wkly.	Arvind M. Shah, 38 Police Court Lane, Handloom Annexe, D. N. Rd., Fort;-1.
Prajamata Bangalore.	Tel. & Kan. Wkly.	C. H. Ziswanath, 9, Zainab Terrace, Santacruz East;- 55.	Harish Salve, 35/9 Peddapukur Rd.;-20.	...	A. Umapathi, 18 Sadulla St.;-17.	...
Prajavani Bangalore.	Kan. Dly.	A. C. Daniels, 19 Pedder Rd.;-26, Phone: 70725.	Manish Sarkar, I. S. R. Das Rd.;- 26, Phone: 46-2481.	...	C. K. Haridass, Purushotham Bldg.; Mount Rd.;-2. Phone: 84191.	...
Samyukta Karnataka Hubli.	Kan. Dly.	V. S. Mani, 4 Maheshwari Bhavan, Telang Cross Rd., Matunga;-19, Phone: 472794.	H. Mazumdar, 30, Gai Tindal Lane, Panchanan Tolla Rd., Howrah; Phone: 67-3164.	...	P. N. Srinivasan, 15 V. S. Mudali St., Saidapet; Phone: 88867.	...
Tainadu Bangalore.	Kan. Dly.	R. Lakshmanan, 68 Timber Terrace, Bhaudaji Rd., Matunga;-19.	V. K. Narasimhan, N. S. Maduli St.;-4.	...
ORISSA						
Eastern Times Cuttack.	Eng. Dly.	R. B. Khare, P. O. Box No. 4090.	D. N. Varma, 5 Mission Row;-1.

1	2	3	4	5	6	7
Kalinga Cuttack.	Or. Dly.	(Mrs.) Shalil Ghose, Bipin Park Rd., No. 5, Hindu Colony;-14.	S. Ray Choudhary, C-2 Bharat Bhawan, 3 Chittaranjan Avenue;-13.	...	S. K. Murti, 9/585, Pycrofts Rd., Triptane;-5.	...
Prajantra Cuttack.	Or. Dly.	R. B. Khare, P.O. Box. No. 4090	D. N. Varma, 5, Mission Row;-1.
Samaj Cuttack.	Or. Dly.	V. S. Mani, 4 Maheswari Bhuvan, Telang Cross Rd., Matunga (C.R.); -19.	H. Mazumdar, 30 Gui Tindal Lane, Panchananatolla, Howrah.	D. K. Joshi, 202, Kaka Nagar.	V. K. Narsimhan, Nattr Subbaraya St.,-4.	...
PUNJAB						
Bharat Jyoti Jullundur.	Hin. & Pub. Mthly.	S. S. Vijay Kumar 48-B-C Rajwadi Chawla Jamballi St., Borivali (West);-66.	Kewal Krishan, 366 G. T. Rd., Belur, Howrah.	C/o Interads, 4/5 Asaf Ali Rd.; -1.	C/o. Oxford Advertising.	...
Dally Pradeep Jullundur.	Ur. Dly.	Rajendra Rajan, 425 Chhatta Lal Mian, Darya- ganj;-6.
Tribune Ambala	Eng. Dly.	Paul M. John, Mustafa Bldg., 4th Floor, Sir P.M. Rd., Fort;-1.	D. N. Varma, 5 Mission Row;-1, Phone: 23-4244.	R. N. Sharma, Bombay Life Bldg., Connaught Circus; Phone: 40045.	C. K. Haridas, Purshotam Bldgs., 193 Mount Rd.; Phone: 84191.	...
RAJASTHAN Amarjyoti Jaipur.		Ranganath Khare, P.O. Box No. 4090,-7.

1	2	3	4	5	6	7
Daily Navalyoti Ajmer.	Hin. Diy.	P. G. S. Mani, 223 New Mahavir Bldg., Matunga; -19.	Harish Salvi, 35/9 Paddapukar Rd.; Phone: 47-3357.	M. M. Gupta, 23 Daryaganj.	A. Umapathi, 5 Thanikachalam Chetty Rd., T. Nagar.	...
Jivan Sandesh Jaipur.	Hin. Wkly.	S. Shankar, Nanabhoy Man- sion, Sir P.M. Rd., Fort;-1, Phone: 261570.	V. K. Narasimhan, 39/A, Nattu Sub- baraya Mudali St., Mylapore;-4, Phone: 71759.	...
Lokvani Jaipur.	Hin. Diy.	-do-	G. N. Bajpai, Beadon St.;-6, Phone: 555311.	K. L. Seth, 47 Abdul Aziz Rd., Karol Bagh;-5,	-do-	...
Rashtradoot Jaipur.	Hin. Diy.	L. Kant Jain, 166 D. N. Rd., Fort;-1.	I. K. Sharma, 27-B Chittaranjan Avenue, 3rd floor.	D. C. Dugal, 3487 Lal Kuan;-6.
UTTAR PRADESH						
Aj Varanasi.	Hin. Diy.	M. G. Menon, 41 Hamam St.;-1, Phone: 252119.	Jyoti Das Gupta, 63/3, Pratapadiya Rd.;-26, Phone: 46-5361.	...	C. K. Haridas, Purushotham Bldgs., 193 Mount Rd.;-2.	...
Arun Moradabad.	Hin. Mithly.	O. N. Verma, General Assurance Bldg., 232 D.N. Rd.;-1.	D. Mitra, 15 Maharaja Tagore Rd., Dhakuria.	R. C. Pandit, 23/7 2nd floor, Daryaganj;-6.	A. Umapathi, 5 Thanikachalam Chetty Rd., T. Nagar;-17.	...
Bharat Allahabad.	Hin. Diy.	107 Mahatma Gandhi Rd., Phone: 252540.	7 Hastings St.; Phone: 232892.	IENS Bldgs., Rafi Marg; Phone: 35491/36.	P. N. Srinivasan, Nallathambi Chetty 3 Salisbury Court, St., Ellis Rd.;-2, Phone: 83748.	LONDON E.C.

1	2	3	4	5	6	7
Daily Amar Ujala Agra.	Hind. Diy.	R. J. Pavaskar, Sardar Griha, 1st Floor, Near Crawford Market;-2.	Harish Salvi, 35/9 Paddapukar Rd.;-20.	M. M. Gupta, 4762 Vashishtha Bhawan, 23 Daryaganj;-6.	S. K. Murthi, 9/585 Pycrofts Rd., Triplicane;-5.	...
Daily Jagran Kanpur.	Hin. Diy.	S.J. Utam Singh, Bhagwan Mansion, 16/2, Gariahat Rd.; Behind Metro Cinema;-1, Phone: 242524.	A. K. Banerje, 16/2, Gariahat Rd.; -19.	P. R. Chopra, Navabharat Agen- cies, 2/19 B.S.A. Extn.;-9, Phone: 224130.	Vishnu Kumar, Vasan Kumar & Chetty St., Ellis Rd.;-1, Phone: 83748.	...
Daily Siyasat Jadid Kanpur.	Ur. Diy.	T. N. N. Swamy, United Commer- cial Bank Bldg., 1st Floor, 359 D. N. Rd.
Gandiva Varanasi.	Hindi Diy.	S. P. Kesh, 1/363 Broadway, 2nd Floor, King's Circle;-19.	S. K. Guha, 56 Dharamtalla St.;-13.	V. P. Arora, C/o Jiwan Radios, Chandni Chowk;-6.
Gandivam Varanasi.	Sans. Wkly.	-do-	-do-	-do-
Hindustan Varanasi.	Ur. Diy.	-do-	-do-
Leader Allahabad.	Eng. Diy.	107, Mahatma Gandhi Rd.; Phone: 252540.	Hanstings St.;-7, Phone: 232892.	IENS Bldgs., Rafi Marg;-1, Phone: 35490/36.	P. N. Srinivasan, Nallathambi Chetty St., Ellis Rd.;-2, Phone: 83748.	...

1	2	3	4	5	6	7
National Herald Lucknow.	Eng. Dly.	O. N. Varma General Assurance Bldgs., D.N. Rd.; -1, Phone: 26-3096.	I. K. Sharma 40 Netaji Subhas Rd.;-1.	R. K. Mohla IENS Bldg., Rafi Marg;-1.	A. Umapathi 18-B Sadulla St., T. Nagar;-17.	
Navajivan Lucknow.	Hin. Dly.	-do-	-do-	-do-	-do-	
Northern India Patrika Allahabad.	Eng. Dly.	Metropolitan House, D.N. Rd., Fort;-1.	Bharat Bhawan, Chowringhee Square;-3.	1,2 Lytton Lane.		
Pioneer Lucknow.	Eng. Dly.	T. Rangaswami, 166 D.N. Rd., Fort;-1.	R. Ganguli, 4 Ezra Mansion, 10 Govt. Place, East.	A. P. Pathak, 25-L Block, Connaught Circus; -1.	V. K. Narasimhan, 39-A, Nattu Sub- baraya Mudali St., Mylapore;-4.	LONDON W.C.2 J. P. Agarwal, Bush House, Aldwych.
Pratap Kanpur.	Hin. Dly.	P. B. K. Nair, Plot 20, Block II, Tilak Nagar, Goregaon West.	Debasaran Das Gupta, 21-A Forum Rd.; -19, Phone: 55-3283.	Kundanlal Seth, 47 Abdul Aziz Rd., Karol Bagh;-5, Phone: 23070.		
Quami Awaz Lucknow.	Urd. Dly.	O. N. Varma, General Assurance Bldg., D.N. Rd.;-1 Phone: 263096.	I. K. Sharma, 40 Netaji Subhas Rd.;-1.	R. K. Mohla, IENS Bldgs., Rafi Marg;-1.	A. Umapathi, 18-V, Sadulla St., T. Nagar-17.	
Sainik Agra.	Hin. Dly.	P. B. K. Nair, Plot 20, Block II, Tilak Nagar, Goregaon West.	S. C. Kar Chou- dhury, 60 Madhusudan Lane, Howrah.	R. C. Pandit; 7/23, 2nd Floor, Daryaganj.	P. Vishwanath, 21 Purushottam Bldgs., 193 Mount Rd.;-2.	
Swatantra Bharat Lucknow.	Hin. Dly.	T. Rangaswami, 166 D.N. Rd.; Fort;-1.	R. Ganguli, 4 Ezra Mansions, 10 Govt. Place East.	A. P. Pathak, 25-L Block, Connaught Circus.	V. K. Narasimhan, 39-A, Nattu Subbaraya Mudali St.; Mylapore;-4.	LONDON W.C.2. J. P. Agarwal, Bush House, Aldwych.

Index to Press Media

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
A		
Aabshar, Calcutta	Ur. Dly.	20
Aaina, Muzaffarpur	Hin. Dly.	41
Aaj, Ahmedabad	Guj. Wkly.	292
Aaj, Bombay	Ur. Dly.	131
Abhyudaya Weekly, Moradabad.	Hin. Wkly.	212
Aarasee, Ahmedabad	Guj. Mthly.	81
Adarsh, Calcutta	Hin. Mthly.	31
Adhikar Saptahik, Jaipur.	Hin. Wkly.	198
Admars, Bombay	Eng. Mthly.	233
Advertlink, Calcutta	Eng. Mthly.	233
Afkar, Bhopal	Ur. Dly.	103
Afrasian Markets, Bombay ..	Eng. Mthly.	251
Agekutch, Modasa	Guj. Wkly.	77
Ahara Vijana, Mysore	Kan. Qrly.	255
A.I.C.C. Economic Review, New Delhi	Eng. Fortly.	59
Air and Space Age, Bombay ..	Eng. Mthly.	239
A. India, Margao	Eng./Portuguese Wkly.	70
Aj, Varanasi	Hin. Dly.	205
Ajit, Jullundur	Pun. Dly.	189
Ajkal, Delhi	Hin. Mthly.	229
Ajkal, Delhi	Ur. Mthly.	229
Ajmal, Bombay	Ur. Dly.	131
Akashi, Calcutta	Ass. Fortly.	229
Akashvani, New Delhi	Eng. Wkly.	225
Akashvani, New Delhi.	Hin. Fortly.	231
Akhand Anand, Ahmedabad ..	Guj. Mthly.	81
Akhowat, Calcutta	Ur. Mthly.	31
Alamgeer, Bombay	Mar. Wkly.	144
Alhasanat, Rampur	Ur. Fortly.	217
Aljama'iat, Delhi	Ur. Dly.	49
Almas Weekly, Bombay	Ur. Wkly.	144
Alok, Calcutta	Hin. Mthly.	32
Alpha News, Digest, Bombay ..	Eng. Fortly.	151
Alpha Monthly, Bombay	Eng. Mthly.	152
Alpha Annual, Bombay	Eng. & Hindi Annual	152
Alwar Patrika, Jaipur	Hin. Wkly.	198
Amar Jyoti, Jaipur	Hin. Wkly.	198
Amita, Lucknow	Hin. Mthly..	217
Amittee, Quilon	Mal. Mthly.	99
Amrit, Nasik	Mar. Mthly.	160
Amrita, Calcutta	Ben. Wkly.	24
Amrita Bazar Patrika, Calcutta	Eng. Dly.	19
Amuda Surabhi, Madras	Tam Mthly.	121
Ananda Bazar Patrika, Calcutta	Ben. Dly.	20
Ananda Bodhini, Madras	Tam. Mthly.	121

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Ananda Vikatan, Madras ..	Tam. Wkly.	117
Andhra Bhoomi, Secunderabad ..	Tel. Dly.	5
Andhra Janatha, Hyderabad ..	Tel. Dly.	6
Andhra Jyoti, Vijayawada ..	Tel. Dly.	6
Andhra Patrika, Madras ..	Tel. Dly.	112
Andhra Prabha, Vijayawada ..	Tel. Dly.	7
Andhra Sachitra Vara Patrika, Madras ..	Tel. Wkly.	117
Angar Weekly, Champaran ..	Hin./Eng. Bi-Wkly.	43
Angaray, Hyderabad ..	Ur. Dly.	7
Anjali, Poona ..	Mar. Mthly.	160
Anjli, Rajkot ..	Guj. Mthly.	82
Anna, Madras ..	Tam. Wkly.	117
Antireptic, Madras ..	Eng. Mthly.	265
Anuradha, Bombay ..	Mar. Mthly.	160
Apka Swasthya, Varanasi ..	Hin. Mthly.	274
Aram, Ahmedabad ..	Guj. Mthly.	82
Arogya, Gorakhpur ..	Hin. Mthly.	274
Arogyabodhini, Poona, ..	Mal. Mthly.	274
Arpan, Bombay ..	Guj. Mthly.	160
Arsi, Secunderabad ..	Hin. Mthly.	11
Arthik Jagat, Calcutta ..	Hin. Wkly.	25
Arthik Sameeksha, New Delhi ..	Hin. Fortly.	60
Arthik Prasanga, Calcutta ..	Ben. Wkly.	25
Arun, Moradabad ..	Hin. Mthly.	219
Aruna, Kottayam ..	Mal. Mthly.	100
Arunodaya, Surat ..	Guj. Bi-Wkly.	77
Arunodaya, Etawah ..	Hin. Wkly.	212
Arya Gazette, Jullundur ..	Ur. Wkly.	192
Arya Veer, Hyderabad ..	Ur. Wkly.	9
Aryavarat, Gwalior ..	Hin. Mthly.	108
Aryavarta, Patna ..	Hin. Dly.	39
Assam Bani, Gauhati ..	As. Wkly.	14
Asantakali, Calcutta ..	Or. Mthly.	32
Asian & Indian Skyways, Bombay ..	Eng. Mthly.	239
Asrejadid, Calcutta ..	Ur. Dly.	20
Assam Directory & Tea Areas Handbook, Calcutta ..	Eng. Annual	244
Assam Review & Tea News, Calcutta ..	Eng. Mthly.	244
Assam Tea Planters Association Monthly Bulletin Calcutta ..	Eng. Mthly.	244
Assam Tribune, Guahati ..	Eng. Dly.	13
Asom Batori, Gauhati.	Ass. Bi-Wkly.	289
Astana, Delhi ..	Ur. Mthly.	60
Atma, Patna ..	Hin. Wkly.	43
Attal, Batala ..	Hin. & Pun. Mthly.	193
Auto Age, Calcutta ..	Eng. Bi-Mthly	235
Automobile India, Delhi ..	Eng. Mthly.	237
Automobile News, Bombay ..	Eng. Mthly.	237
Automobile Reporter, Delhi.	Eng. Mthly.	237
Autospark, Bombay ..	Eng. Mthly.	237
Avaz, Bombay ..	Mar./Guj. Annual	161
Aviation Directory of Asia, Bombay ..	Eng. Annual	239
A. Vida, Margao ..	Eng./Portuguese Wkly.	69
Awa, Dhanbad ..	Hin. Wkly.	43
Ayurved Patrika, Nasik ..	Mar. Mthly.	274
Azad Hind, Calcutta ..	Ur. Dly.	20
Azad, Weekly, Ajmer ..	Hin. Wkly.	199

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
'B'		
Bahar, Poona	Mar. Mthly.	225
Bahushrut, Bombay	Mar. Mthly.	161
Bala Bandhu, Hyderabad	Tel. Fortly.	11
Balak, Patna	Hin. Mthly.	45
Balak, Yeotmal	Mar. Mthly.	161
Balamitra, Madras	Tel./Kan. Mthly.	121
Bal Bhatati, Delhi	Hin. Mthly.	231
Balsandesh, Ahmedabad	Guj. Wkly.	77
Bal Sandesh, Amritsar	Pun. Mthly.	194
Bano, Urdu Magazine, New Delhi ..	Ur. Mthly.	61
Basumati Weekly, Calcutta	Ben. Wkly.	25
Basumati, Monthly, Calcutta	Ben. Mthly.	32
Beej, Bombay	Guj. Mthly.	161
Betar Jagat, Calcutta.	Ben. Fortly.	231
Belgaum Samachar, Belgaum	Mar. Wkly.	176
Bhagirath, New Delhi.	Eng. Qrtly.	225
Bhagirathi, Burdwan	Ben. Fortly.	32
Bharat, Allahabad	Hin. Dly.	205
Bharat, Delhi.	Hin. Annual	231
Bharatharamom, Trivandum	Eng./Mal. Fortly.	100
Bharati, Bombay	Hin. Qrly.	162
Bharati, Jhansi.	Hin. Wkly.	231
Bharat Jyoti, Bombay	Eng. Wkly.	141
Bharat Jyoti, Jullundur	Hin./Pun. Mthly.	194
Bharat Vyapar Patrika, Varanasi	Hin. Mthly.	219
Bhavan's Journal, Bombay	Eng. Fortly.	152
Bingsha Shatabdi, Calcutta	Ben. Mthly.	32
Business Digest of India, Bombay ..	Eng. Mthly.	152
Biswin Sadi, Delhi	Ur. Mthly.	61
Blitz, Bombay	Eng. Wkly.	142
Blitz, Bombay	Hin. Wkly.	145
Blitz, Bombay	Ur. Wkly.	145
Bombay Civic Journal, Bombay	Eng. Mthly.	292
Bombay Market, Bombay	Eng. Fortly.	258
Bombay Samachar, Bombay	Guj. Dly.	131
Bom Bom, Kanpur.	Hin. Dly.	205
Bommalabasti, Vijayawada	Tel. Fortly.	11
Bulletin of the Institution of Engineers (India), Calcutta	Eng. Mthly.	246
Bulletin of the Indian Society for Malaria and other Communicable Diseases	Eng. Bi-Mthly.	266
Business Digest of India, Bombay ..	Eng. Mthly.	158
'C'		
Calcutta Medical Journal, Calcutta ..	Eng. Mthly.	266
Calcutta Stock Exchange Official Year Book	Eng. Wkly.	258
Capital, Calcutta	Eng. Wkly.	23
Caravan, New Delhi	Eng. Fortly.	59
Careers & Courses, New Delhi	Eng. Mthly.	59
Cement & Concret, New Delhi	Eng. Qrly.	240
Central Glass & Ceramic Research Ins- titute Bulletin, Calcutta	Eng. Qrly.	240

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Century, New Delhi	Eng. Wkly.	51
Cha-Ki-Bat, Calcutta	Eng. Wkly.	244
Chakram, Ahmedabad	Guj. Wkly.	77
Chandamama, Madras	Six Lang. Mthly.	121
Chandani, Ahmedabad	Guj. Mthly.	82
Chandrika, Calicut	Mal. Dly.	89
Chandrika, Calicut	Mal. Wkly.	97
Chartered Accountant, New Delhi ..	Eng. Mthly.	233
Chaturangea, Calcutta	Ben. Qrly.	33
Chemical Age of India, Bombay ..	Eng. Mthly.	241
Chemical Industry News, Calcutta ..	Eng. Mthly.	241
Chemical Weekly, Bombay	Eng. Mthly.	241
Cherukatha, Champakulam	Mal. Mthly.	100
Chetana, Bhiwani	Hin. Wkly.	192
Chetana, Delhi	Pun. Mthly.	61
Chetawani, Dehra Dun	Hin. Wkly.	213
Chikitsa Jagat, Calcutta	Ben. Mthly.	274
Chitra Bharati, Calcutta	Hin. Mthly.	33
Chitragputa, Madras	Tel. Fortly.	122
Chitra Hindi, Delhi	Hin. Mthly.	61
Chitrajyot, Ahmedabad	Guj. Wkly.	77
Chitralkha, Delhi	Hin. Mthly.	61
Chitralkha, Bombay	Guj. Wkly.	145
Chitralkha, Kolhapur	Mar. Mthly.	162
Chitralok, Ahmedabad	Guj. Wkly.	78
Chitrapat, Bombay	Guj. Wkly.	145
Chitrashala, Delhi	Hin. Mthly.	291
Chitra Weekly, Delhi	Ur. Wkly.	56
Cinema, Ernakulam	Mal. Mthly.	100
Cinema Diary, Madras	Tam. Annual	122
Cinema Masika, Kottayam	Mal. Mthly.	100
Cinema Rangam, Madras	Tel. Mthly.	122
Cinema Star, Madras	Tam. Fortly.	122
Cinema Times, Madras	Tam. Fortly.	122
Cinevani, Bombay	Hin. Wkly.	145
Cine Advance, Calcutta	Eng. Wkly.	23
Cine Chitra, Calcutta	Hin. Mthly.	33
Citizen, Kanpur	Eng. Wkly.	211
Civic Affairs, Kanpur	Eng. Mthly.	293
Coconut Bulletin, Ernakulam	Eng. Mthly.	243
Colourage, Bombay	Eng. Mthly.	278
Commerce, Bombay	Eng. Wkly.	142
Commerce & Industry, New Delhi ..	Eng. Wkly.	52
Commercial Times, Calcutta	Eng. Bi-Mthly.	29
Cost and Work Accountant, Calcutta ..	Eng. Mthly.	233
Conservative, Madras	Eng. Mthly.	119
Current, Bombay	Eng. Wkly.	142
Current Events, Dehra Dun	Eng. Mthly.	217
Current Engineering Practice, Bombay ..	Eng. Mthly.	246
Current Medical Practice, Bombay ..	Eng. Mthly.	266
Current Science, Bangalore	Eng. Fortly.	181
Cycling & Motor Cycling, Bombay ..	Eng. Mthly.	237
‘D’		
Daily Aftab, Srinagar	Ur. Dly.	85
Daily Akali Patrika, Jullundur	Pun. Dly.	189

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Daily Amar Ujala, Agra	Hin. Dly.	205
Daily Aawaz, Patna	Hin. Dly.	40
Daily Azad, Bangalore	Ur. Dly.	173
Daily Hindustan, Bombay	Mar. Dly.	132
Daily Indore Samachar, Indore	Hin. Dly.	103
Daily Jagaran, Bhopal	Hin. Dly.	103
Daily Jagaran, Jhansi	Hin. Dly.	206
Daily Jagaran, Kanpur	Hin. Dly.	206
Daily Jathedar, Jullundur	Pun. Dly.	189
Daily Lokmanya, Calcutta & Nagpur	Hin. Dly.	21
Daily Mairashtra, Meerut	Hin. Dly.	207
Daily Maratha, Bombay	Mar. Dly.	132
Daily Martand, Srinagar	Ur. Dly.	85
Daily Milap, Hyderabad	Ur. Dly.	8
Daily Milap, New Delhi	Ur. Dly.	49
Daily Navjyoti, Ajmer	Hin. Dly.	197
Daily Navasandesh, Kolhapur... ..	Mar. Dly.	133
Daily Nawan Zamana, Jullundur	Pun. Dly.	190
Daily News, Hyderabad	Eng. Dly.	5
Daily Paigham, Kanpur	Ur. Dly.	207
Daily Pasban, Bangalore	Ur. Dly.	177
Daily Prabhat, Jullundur	Ur. Dly.	193
Daily Pradeep, Jullundur	Ur. Dly.	190
Daily Pradeep, Panjim	Mar. Dly.	60
Daily Pratap, Jullundur	Ur. Dly.	19
Daily Pratap, New Delhi	Ur. Dly.	40
Daily Pudhari, Kolhapur	Mar. Dly.	133
Daily Sakal, Poona	Mar. Dly.	133
Daily Satyavadi, Kolhapur	Mar. Dly.	13
Daily Sandesh, Jammu	Ur. Dly.	83
Daily Siyasat Jadid, Kanpur	Ur. Dly.	205
Daily Tarjaman, Ludhiana	Ur. Dly.	190
Daily Tej, Delhi	Ur. Dly.	50
Daily Telegraph, Kanpur	Eng. Dly.	207
Daily Thanti, Madras	Tam. Dly.	112
Daily Vir Arjun, New Delhi	Hin. Dly.	50
Daily Vir Pratap, Jullundur	Hin. Dly.	190
Dainik Basumati, Calcutta	Ben. Dly.	21
Dainik Bhaskar, Ujjain	Hin. Dly.	104
Dainik Madhya Pradesh, Katni	Hin. Dly.	104
Dainik Prakash, Aligarh	Hin. Dly.	207
Dainik Satyamarg, Kanpur	Hin. Dly.	207
Dak Tar, New Delhi	Eng. Mthly.	225
Dawat, New Delhi	Ur. Dly.	51
Deccan Chronicle, Secunderabad	Eng. Dly.	5
Deccan Herald, Bangalore	Eng. Dly.	173
Deenabandhu, Ernakulam	Mal. Dly.	89
Deenabandhu, Poona	Mar. Wkly.	146
Deepak, Gauhati	As. Mthly.	16
Deepavali, Bombay	Mar. Mthly.	162
Deepika, Kottayam	Mal Dly.	89
Delhi Times, Delhi	Eng. Wkly.	52
Desaozhian, Tiruchirapalli	Tam. Wkly.	117
Desh, Calcutta	Ben. Wkly.	25
Design, New Delhi	Eng. Mthly.	234
Deshabhimani, Calicut	Mal. Dly.	89
Detector, Champakulam	Mal. Mthly.	101

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Dharmayug, Bombay	Hin. Wkly.	146
Diario Da Noite, Panjim	Portuguese Dly.	69
Dinamalar, Tirunelveli	Tam. Dly.	112
Dinamani, Madurai, Madras	Tam. Dy.	112
Dinaman, New Delhi.	Hin. Wkly.	290
Dinamani, Quilon	Eng./Mal. Dly.	90
Diner's Club Magazine, Bombay	Eng. Wkly.	153
Dipali, Calcutta	Ben. Wkly.	26
Dipika, Bombay	Eng. Mthly.	153
Diplomat's Directory, New Delhi	Eng. Half-Yrly.	59
Dogra Sandesh Saptahik, Kangra	Ur. Wkly.	192
Dukh Niwaran, Amritsar	Pun. Wkly.	275
"E"		
Eastern Economist, Delhi	Eng. Wkly.	52
Eastern Metals Review, Calcutta	Eng. Wkly.	277
Eastern Pharmacist, New Delhi	Eng. Mthly.	266
Eastern Rly. Magazine	Eng. Mthly	225
Eastern Times, Cuttack	Eng. Dly.	185
Economic Studies, Calcutta	Eng. Mthly.	29
Economics Times, Bombay	Eng. Dly.	127
Economic Weekly, Bombay	Eng. Wkly.	142
Educational Review, Madras	Eng. Mthly.	120
Electrical India, Bombay	Eng. Mthly.	245
Engineer, Bombay	Eng. Qrly.	246
Engineering Chronicle, Calcutta	Eng. Mthly.	246
Engineering Industries & Trade Journal		246
Baroda	Eng. Mthly.	247
Engineering News of India, Calcutta	Eng. Mthly.	
Engineering Times & Foundry News, Calcutta	Eng. Mthly.	247
Evening News of India, Bombay	Eng. Dly.	127
Eve's Weekly, Bombay	Eng. Wkly.	142
Export India Journal, Madras	Eng. Mthly.	251
Express, Trichur	Mal. Dly.	90
"F"		
Fateh Weekly, Delhi	Pun. Wkly.	56
Femina, Bombay	Eng. Fortly.	154
Fertilizer News, New Delhi	Eng. Mthly.	252
Film News, Bombay	Sin. Mthly.	162
Film Sangeet, Hathrus	Hin. Mthly	219
Film Sansar, Monthly, Bombay	Hin. Mthly.	162
Filmfare, Bombay	Eng. Fortly.	154
Filmi Duniya, Delhi	Hin. Mthly.	61
Financial Express, Bombay	Eng. Dly.	127
Flame, New Delhi	Eng. Wkly.	52
Folk-Lore, Calcutta	Eng. Mthly.	29
Food Agriculture & Plantation Journal, Baroda	Eng. Bi-Mthly.	252
Footwear India, Monthly, Kanpur	Eng. Mthly.	257
Fortnightly Review, Delhi	Eng. Fortly.	259
Free India, Madras	Eng. Weekly	116
Free Press Bulletin, Bombay	Eng. Dly.	128

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Free Press Journal, Bombay	Eng. Dly.	128
Frontier Times, Shillong	Eng. Dly.	13
Forum, Bombay	Eng. Mthly.	154
"G"		
Gajara, Bombay	Hin. Mthly.	163
Gantantra, Cuttack	Or. Dly.	185
Gandiva, Varanasi	Hin. Dly.	207
Gandiva Sanskrit, Varanasi	Sans. Wkly.	213
Ganrajya, Jaipur	Hin. Wkly.	199
Garehmath, Calcutta	Ben. Wkly.	26
Gavakari, Nasik	Mar. Dly.	134
Ghare-Baire, Calcutta	Ben. Mthly.	33
Gian Amrit, Amritsar	Pun. Mthly.	194
Glamour, Bombay	Eng. Annual	154
Globe Trade, Bombay	Eng. Mthly.	155
Goan Tribune, Bombay	Eng. Wkly.	143
Golkonda Patrika, Hyderabad	Tel. Dly.	8
Golcha's Souvenir of the Indian National Congress, Nagpur	Eng. Annual	155
Gomantak, Panjim	Mar. Dly.	69
Gujaratkesari, Baroda	Guj. Dly.	73
Gujarat Mitra & Gujrat Darpan, Surat	Guj. Dly.	73
Gujarat Samachar, Ahmedabad	Guj. Dly.	73
Gujarat Times, Nadiad	Guj. Wkly.	78
Gundoosi, Madras	Tam. Mthly.	123
Gunturu Patrika, Guntur	Eng./Tel. Bi-Wkly.	9
Gup-Sup, Bombay	Guj. Mthly.	163
Gyan Bharati, Lucknow	Hin. Mthly.	219
"H"		
Hamari Awaz, Gwalior	Hin. Dly.	104
Hamdard, Srinagar	Ur. Bi-Wkly.	87
Health & Welfare, Calcutta	Eng. Mthly.	266
Herald, Calcutta	Eng. Wkly.	24
Himachal Times, Dehra Dun	Eng. Wkly.	211
Himalaya Times, New Delhi	Hin. Wkly.	290
Himalaya Sandesh, Patna	Hin. Wkly.	43
Himmat, Bombay	Eng. Wkly.	143
Hind Samachar, Jullundur	Ur. Dly.	191
Hindi Himachal Times, Dehra Dun	Hin. Wkly.	213
Hindi Mewat, Gurgaon	Hin. Dly.	191
Hindi Milap, Jullundur	Hin. Dly.	191
Hindi Prachar Samachar, Madras	Hin. Wkly.	123
Hindi Shikshak, Bombay	Guj. Mthly.	163
Hindi Times, New Delhi	Hin. Wkly.	56
Hindu, Ahmedabad	Guj. Wkly.	78
Hindu Daily, Ajmer	Sin. Dly.	197
Hindu, Madras	Eng. Dly.	111
Hindu Weekly Review, Madras	Eng. Wkly.	116
Hindustan, Bombay	Sin. Dly.	134
Hindustan, New Delhi	Hin. Dly.	51
Hindustan, Varanasi	Ur. Dly.	208
Hindustan Times, Kanpur Supplement, Kanpur	Eng. Dly.	203

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Hindustan Times, New Delhi Eng. Dly.	47
Hindustan Times Evening News, New Delhi Eng. Dly.	47
Hindusthan Standard, Calcutta Eng. Dly.	19
Hindvasi, Bombay Sin. Wkly.	146
Hint, Ghaziabad Eng. Wkly.	212
Hitavada, Bhopal Eng. Dly.	103
Hitavada, Nagpur Eng. Dly.	128
Hithavani, Coorg Kan. Dly.	173
Home Defence, Bombay Eng. Mthly.	292
Home Doctor, Bombay Eng. Mthly.	267
Homshikha, Nadia Ben. Mthly.	33
Hosiery & Textile Journal, Ludhiana Eng./Ur. Mthly.	283
Huns, Poona Mar. Mthly.	163
"I"		
Illustrated Weekly of India, Bombay Eng. Wkly.	143
Imprint, Bombay Eng. Mthly.	155
Imroze, Calcutta Ur. Dly.	21
India, (A Reference Annual) Eng. Annual	226
Indian and Foreign Review, New Delhi Eng. Fortly.	226
Indian Architect, New Delhi Eng. Mthly.	234
Indian Aviation, Calcutta Eng. Mthly.	239
Indian Builder, New Delhi Eng. Mthly.	235
Indian Ceramics, Calcutta Eng. Mthly.	240
Indian Chemical Directory, Bombay Eng. Annual	241
Indian Chemical Engineer, Calcutta Eng. Qrly.	241
Indian Coffee, Bangalore Eng. Mthly.	244
Indian Concrete Journal, Bombay Eng. Mthly.	235
Indian Dairyman, Bangalore Eng. Mthly.	252
Indian and Eastern Engineer, Bombay Eng. Mthly.	247
Indian and Eastern Manufacturer, Baroda Eng. Bi-wkly.	251
Indian Electrical Controller, Bombay Eng. Mthly.	245
Indian Electrical News, Bombay Eng. Mthly.	245
Indian Electrical Year Book, Bombay Eng. Annual	245
Indian Engineer, Calcutta Eng. Bi-Mthly.	247
Indian Engineering Exporter, Calcutta Eng. Mthly.	248
Indian Engineering Industries, Calcutta Eng. Annual	252
Indian Export Trade Journal, Bombay Eng. Mthly.	151
Indian Exporter and Importer, Bombay Eng. Mthly.	128
Indian Express, Bombay Eng. Dly.	47
Indian Express, New Delhi Eng. Dly.	111
Indian Express, Madras Eng. Dly.	
Indian Express, Madurai, Madras, Vijaya- wada & Chittoor Eng. Dly.	5
Indian Farming, New Delhi Eng. Mthly.	253
Indian Film Culture, Calcutta Eng. Qrly.	30
Indian Finance, Calcutta Eng. Wkly.	24
Indian Foreign Affairs, New Delhi Eng. Mthly.	60
Indian Horticulture, New Delhi Eng. Qrly.	253
Indian Hotelier and Caterer, New Delhi Eng. Mthly.	257
Indian Information, New Delhi Eng. & Hin. Fortly.	226
Indian Journal of Agriculture Science, New Delhi Eng. Qrly.	253
Indian Journal of Dermatology, Calcutta Eng. Mthly.	267

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Indian Journal of Dermatology & Venereology, Bombay ..	Eng. Bi-Mthly.	267
Indian Journal of Engineers, Calcutta ..	Eng. Mthly.	248
Indian Journal of Fisheries, Mandapam Camp ..	Eng. Qrly.	253
Indian Journal of Medical Research, Kasauli ..	Eng. Mthly.	267
Indian Journal of Medicine & Surgery, Benga (Pun.) ..	Eng. Mthly.	267
Indian Journal of Pediatrics, Calcutta ..	Eng. Mthly.	268
Indian Journal of Pharmacy, Bombay ..	Eng. Mthly.	268
Indian Journal of Power & River Valley Development, Calcutta ..	Eng. Mthly.	257
Indian Journal of Tuberculosis, New Delhi ..	Eng. Qrly.	268
Indian Journal of Veterinary Science and Animal Husbandry, New Delhi ..	Eng. Qrly.	268
Indian Livestock, New Delhi ..	Eng. Qrly.	253
Indian Machine Tools Journal, Bombay ..	Eng. Mthly.	263
Indian Management, New Delhi ..	Eng. Bi-Wkly.	263
Indian Medical Gazette, Calcutta ..	Eng. Mthly.	268
Indian Medical Journal, Calcutta ..	Eng. Mthly.	269
Indian Medical Record, Calcutta ..	Eng. Mthly.	269
Indian Minerals, Calcutta ..	Eng. & Hin. Qrly.	277
Indian Mining & Engineering Journal ..	Eng. Bi-Mthly.	277
Indian Nation, Patna ..	Eng. Dly.	39
Indian Observer, New Delhi ..	Eng. Wkly.	54
Indian Oil & Soap Journal, Calcutta ..	Eng. Mthly.	278
Indian P.-E.-N., Bombay ..	Eng. Mthly.	155
Indian Pharmaceutical Guide, New Delhi ..	Eng. Yrly.	269
Indian Plastics Review, Calcutta ..	Eng. Mthly.	280
Indian Potato Journal, New Delhi ..	Eng. Half-Yrly.	255
Indian Practitioner, Bombay ..	Eng. Mthly.	269
Indian Press, New Delhi ..	Eng. Qrly.	234
Indian Print & Paper, Calcutta ..	Eng. Qrly.	279
Indian Printer & Stationery, Rajkot ..	Eng. Mthly.	279
Indian Railway Gazette, Calcutta ..	Eng. Mthly.	282
Indian Railways, Delhi ..	Eng. Mthly.	226
Indian Review, Madras ..	Eng. Mthly.	120
Indian Rifleman, New Delhi ..	Eng. Qrly.	291
Indian Shipping, Bombay ..	Eng. Mthly.	282
Indian Silk, Bombay ..	Eng. Mthly.	283
Indian Steel Age, New Delhi ..	Eng. Mthly.	261
Indian Steel Journal, Bombay ..	Eng. Mthly.	261
Indian Sugar, Calcutta ..	Eng. Mthly.	284
Indian Tobacco, Madras ..	Eng. Qrly.	285
Indian Trade Journal, Calcutta ..	Eng. Wkly.	259
Indian Veterinary Journal, Madras ..	Eng. Mthly.	270
Indian Wire Industry, Bombay ..	Eng. Mthly.	287
Indian Worker, New Delhi ..	Eng. Mthly.	54
Indian Year Book of Medical Sciences, Bombay ..	Eng. Annual	270
Industrial India, Bombay ..	Eng. Mthly.	259
Industrial Times, Bombay ..	Eng. Fortly.	155
INFA Press & Advertisers Year Book, New Delhi ..	Eng. Annual	234
Inquilab Daily, Bombay ..	Ur. Dly.	134

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Insaf, Bombay	Guj. Wkly.	146
Institution of the Engineers—India Year Book, Calcutta	Eng. Annual	248
Intensive Agriculture, New Delhi ..	Eng. Mthly.	255
Insurance & Banking, New Delhi ..	Eng. Mthly.	258
Insurance Forum, Bombay	Eng. Mthly.	258
Insurance Herald, Calcutta	Eng. Wkly.	258
Iron & Steel and Hardware Journal of India, Bombay	Eng. Mthly.	262
Iron Steel Review, Calcutta	Eng. Mthly.	262
ISI Bulletin, New Delhi	Eng. Mthly.	259
“J”		
Jabalpur Samachar, Jabalpur	Hin. Dly.	105
Jagaran, Indore	Hin. Dly.	105
Jagat, New Delhi	Hin. Mthly.	62
Jagat Weekly, New Delhi	Ur. Wkly.	57
Jagran, Ajmer	Hin. Wkly.	199
Jagriti, Vijayawada	Tel. Wkly.	9
Jagriti, Bombay	Sin. Wkly.	147
Jai Hind, Ahmedabad, Rajkot	Guj. Dly.	73
Jam-e-Jamshed, Bombay	Guj. Dly.	134
Janmabhoomi, Karnal	Ur. Dly.	193
Janamat, Murshidabad	Ben. Wkly.	26
Janamat, Midnapore	Ben. Wkly.	26
Janapragati, Bangalore	Kan. Wkly.	177
Janamunnani, Cannanore	Mal. Dly.	91
Janasatta, Ahmedabad	Guj. Dly.	74
Jansevak, Calcutta	Ben. Dly.	21
Janasevaka, Ankola	Kan. Wkly.	177
Janashakti, Madras	Tam. Dly.	113
Janashakti, Silchar	Ben. Wkly.	15
Janashakti, Bombay	Guj. Dly.	135
Janashakti, Jalgaon	Mar. Wkly.	147
Janatha, Ernakulam	Mal. Dly.	91
Janavani, Bangalore	Kan. Dly.	174
Janayugam Daily, Quilon	Mal. Dly.	91
Janayugam Weekly, Quilon	Mal. Wkly.	97
Jangan Weekly, Jodhpur	Hin. Wkly.	199
Janmabhoomi, Bombay	Guj. Dly.	135
Janmabhoomi-Pravasi	Guj. Wkly.	147
Janmabhumi, Jorhat	As. Wkly.	15
Janmat, Lucknow	Hin. Wkly.	213
Janmat, Dhanbad	Hin. Wkly.	43
Janwani, Kotah	Hin. Wkly.	199
Janyug, Lucknow	Hin. Wkly.	214
Jayakeralam, Madras	Mal. Wkly.	117
Jee, Bombay	Guj. Mthly.	163
Jeewan Madhuri, Bombay	Guj. Mthly.	163
Jeewan Monthly, Bombay	Pun. Mthly.	165
Jeewan Sahitya, New Delhi	Hin. Mthly.	291
Jeewan Shiksha, Varanasi	Hin. Mthly.	219
Jeewan Shikshan Magazine, Poona ..	Mar. Mthly.	231
Jhankar, Cuttack	Or. Mthly.	186
Jiddat, Moradabad	Ur. Dly.	208
Jivan Sandesh, Jaipur	Hin. Wkly.	199

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Journal of the Aeronautical Society of India, New Delhi ..	Eng. Qrly.	239
Journal of the Bengal Tuberculosis Association, Calcutta ..	As./Ben. Bi-Wkly.	270
Journal of Foreign Trade of India, New Delhi ..	Eng. Mthly.	260
Journal of Indian Chemical Society and Indian Journal of Applied Chemistry, Calcutta ..	Eng. Mthly./Bi- Mthly.	243
Journal of the Indian Institute of Architects, Bombay ..	Eng. Qrly.	235
Journal of the Indian Medical Profession, Bombay ..	Eng. Mthly.	270
Journal of Mines, Metals & Fuels, Calcutta ..	Eng. Mthly.	277
Journal of the Indian National Society, New Delhi ..	Eng. Qrly.	248
Journal of Industry & Trades, New Delhi ..	Eng. Mthly.	260
Journal of Industrial Engineering, Bombay ..	Eng. Qrly.	248
Journal of the Institute of Consulting Engineers, Calcutta ..	Eng. Qrly.	249
Journal of the Institution of Engineers (India) Calcutta ..	Eng. Mthly.	249
Journal of the Institution of Military Engineers, Kirkee ..	Eng. Wrly.	249
Journal of the Indian Leather Technologists Association, Calcutta ..	Eng. Mthly.	262
Journal of the Obstetrics & Gynaecology, New Delhi ..	Eng. Mthly.	270
Journal of the Obstetrics & Gynaecology of India, Bombay ..	Eng. Qrly.	271
Jugabani, Parganas ..	Ben. Wkly.	26
Jugantar, Calcutta ..	Ben. Dly.	21
Jugashakti, Cachar ..	Ben. Wkly.	15
Jwala Weekly, Jaipur ..	Hin. Wkly.	200
Jyoti, Vijayawada ..	Tel. Mthly.	289
Jyotsna, Ahmedabad ..	Hin. Ur. Annual	82
Jyotsana, Patna ..	Hin. Mthly.	45
“K”		
Kadambini, New Delhi ..	Hin. Wkly.	62
Kahani, Allahabad ..	Hin. Mthly.	220
Kailasa Bangalore ..	Kan. Mthly.	181
Kaiser-i-Hind, Bombay ..	Eng./Guj. Wkly.	147
Kala Sansar, Calcutta ..	Hin. Wkly.	26
Kalaimagal, Madras ..	Tam. Mthly.	123
Kalinga, Cuttack ..	Or. Dly.	185
Kalkandu, Madras ..	Tam. Wkly.	118
Kalki, Madras ..	Tam. Wkly.	118
Kalyani, Calcutta ..	Ben. Mthly.	33
Kanara News, Kanara ..	Kan. Wkly.	177
Kannam, Madras ..	Tam. Fortly.	123
Kanteerva, Mangalore ..	Kan. Wkly.	177
Kanwal, Amritsar ..	Pun. Mthly.	194
Karmaveer, Hubli ..	Kan. Wkly.	177

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Karmaveer, Khandwa	Hin. Wkly.	107
Karnatak Bandhu, Dharwar	Kan. Wkly.	179
Karnatak Vaibhav, Bijapur	Kan. Wkly.	179
Kashmir Post, Srinagar	Eng. Dly.	85
Kasturi, Hubli	Kan. Mthly.	181
Kathal, Madras	Tam. Mthly.	123
Kathiawar Times, Rajkot	Guj. Wkly.	78
Kaumudi, Trivandrum	Mal. Dly.	91
Kaumudi Weekly, Trivandrum	Mal. Wkly.	97
Kerala Bhoomi, Alleppey	Mal. Dly.	91
Kerala Bhushanam, Kottayam	Mal. Dly.	91
Kerala Dhvani, Kottayam	Mal. Dly.	92
Kerala Janatha, Trivandrum	Mal. Dly.	92
Kerala Karshakan, Trivandrum	Mal. Mthly.	256
Kerala Kaumudi, Trivandrum	Mal. Wkly.	93
Kerala Mail, Cochin	Eng. Wkly.	96
Kerala Prakasham, Ernakulam	Mal. Dly.	93
Kerala Times, Ernakulam	Eng./Mal. Dly.	93
Kesari, Poona	Mar. Dly.	135
Khadya Vigyan, Mysore	Hin. Orly.	256
Khatoon-E-Mashriq, Delhi	Ur. Mthly.	62
Kheda Vartaman, Kaira	Guj. Wkly.	78
Khela-o-Chaya, Calcutta	Ben. Wkly.	34
Kheti, New Delhi	Hin. Wkly.	256
Khidmat, Srinagar	Ur. Dly.	85
Khilauna, New Delhi	Ur. Mthly.	62
Kisan Sandesh, Anand	Guj. Mthly.	82
Kirloskar, Poona	Mar. Mthly.	165
Kiron, Indore	Hin. Wkly.	107
Kishore, Patna	Hin. Mthly.	45
Kismet, Bomqay	Guj. Mthly.	165
Kotharis Economic Guide Investors Hand		
Book of India, Madras	Eng. Yrly.	260
Krishak Jagat, Bhopal	Hin. Wkly.	107
Krishna Patrika, Hyderabad	Tel. Wkly.	9
Kumar, Poona	Mar. Mthly.	165
Kumudam, Madras	Tam. Wkly.	118
Kurukshetra, New Delhi	Eng. Wkly.	227
Kurukshetra, New Delhi	Hin. Mthly.	232
Kutchmitra, Bhuj	Guj. Dly.	74
“L”		
Lahar, Ajmer	Hin. Mthly.	201
Lalita, Delhi	Hin. Mthly.	62
Lalkar, New Delhi	Ur. Wkly.	57
Leader, Allahabad	Eng. Dly.	203
Leather Science, Madras	Eng. Mthly.	262
Licentiate, Ambala Cantt.	Eng. Mthly.	271
Link, New Delhi	Eng. Wkly.	54
Lokasatta, Baroda	Guj. Dly.	74
Loksasatta, Bombay	Mar. Dly.	135
Lokjeewan, Bhilwara	Hin. Wkly.	200
Lokasevak, Calcutta	Ben. Dly.	22
Lokmat, Bikaner	Hin. Wkly.	200
Lokmat, Nadiad	Guj. Wkly.	79
Lokmat, Yeotmal	Mar. Bi-Wkly.	147

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Lokraj, New Delhi	Hin. Wkly.	57
Lok Samachar, Ahmednagar	Guj. Dly.	74
Lokvani, Jaipur	Hin. Dly.	197
Lokwarta, Nasik	Mar. Wkly.	149
Luta, Panjim	Portuguese Wkly.	70
"M"		
Machine Building Industry, Bombay ..	Eng. Bi-Mthly.	263
Machine India, Bombay	Eng. Mthly.	263
Machinery & Machine Tools Journal, Delhi	Eng. Mthly.	263
Madhya Bharat Prakash, Gwalior ..	Hin. Dly.	105
Madhya Pradesh Chronicle, Bhopal ..	Eng. Dly.	103
Madhuri Bombay	Hindi Fortly.	166
Maha Gujarat, Patan	Guj. Wkly.	79
Mahakosal, Raipur	Hin. Dly.	105
Maharashtra, Nagpur	Mar. Dly.	136
Maharashtra S.T. Samachar, Bombay ..	Mar. Mthly.	287
Maharashtra Times, Bombay	Mar. Dly.	136
Mahila, Calcutta	Ben. Mthly.	34
Mail, Madras	Eng. Dly.	112
Mala, Madras	Tam. Mthly.	123
Malabar Herald, Cochin	Eng. Wkly.	96
Malabar Mail, Eernakulam	Mal. Dly.	93
Malayala Manorama, Kottayam	Mal. Dly.	94
Malayala Manorama Weekly, Kottayam ..	Mal. Wkly.	97
Malayalam Rajyam, Quilon	Mal. Dly.	94
Malayala Rajyam Illustrated Weekly, Quilon	Mal. Wkly.	99
Malai Murasu, Tirunelveli	Tam. Dly.	113
Malayali, Trivandrum	Mal./Eng. Dly.	94
Malwa Times Ujjain	Hindi Wkly.	108
Management Executive, Bombay	Eng. Bi-Mthly.	265
Manideep, Gauhati	Ass. Mthly.	16
Manjari, Madras	Tam. Mthly.	124
Manmohan, Allahabad	Hin. Mthly.	220
Manohar, Poona	Mar. Mthly.	166
Manohar Kahaniyan, Allahabad	Hin. Mthly.	220
Manorama, Allahabad	Hin. Mthly.	220
Manorama, Bangalore	Kan. Fortly.	181
Manoranjana Magazine, Delhi	Hin. Mthly.	63
Manu, Kanpur	Hin. Wkly.	214
Marg Darsi, Poona	Tel. Mthly.	275
Marg Publication, Bombay	Eng. Qrly.	156
Mastana Jogi, New Delhi	Ur. Mthly.	63
Material Management Journal	Eng. Mthly.	265
Mathrabhoomi, Indore	Sin. Wkly.	108
Mathrubhumi, Cuttack	Or. Dly.	185
Mathrubhumi, Calicut	Mal. Dly.	94
Mathrubhumi Illustrated Weekly, Calicut ..	Mal. Wkly.	99
Matribhumi, Akola	Mar. Dly.	136
Maya, Allahabad	Hin. Mthly.	220
Mazdoor Samachar, Kanpur	Hin. Mthly.	221
Medical Digest, Bombay	Eng. Mthly.	271
Medical Review of Reviews, Delhi	Eng. Mthly.	271
Medicine International, Calcutta	Eng. Mthly.	271

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Medicine & Surgery, Baroda	Eng. Mthly.	272
Mediscope, Madras	Eng. Mthly.	272
Mel Milap, Chandigarh	Pun. Wkly.	193
Metals & Minerals Review, Calcutta	Eng. Mthly.	278
Metric Measures, Delhi	Hin. Wkly.	227
Milap, Jullundur	Ur. Dly.	191
Mirror, Bombay	Eng. Mthly.	156
Mithila Mihir, Patna,	Maithili Wkly.	43
Modern Medicine & Therapeutics, New Delhi	Eng. Wkly.	272
Modern Review, Calcutta	Eng. Mthly.	30
Mohammadi, Calcutta	Ben. Wkly.	27
Mohini, Poona	Mar. Mthly.	166
Mother India, Bombay	Eng. Mthly.	156
Motor Madras	Tam. Mthly.	238
Motorindia, Madras	Eng. Mthly.	238
Motorist, Bombay	Eng. Mthly.	238
Movieland, Madras	Eng. Wkly.	116
Mukhbir-i-Alam, Moradabad	Ur. Wkly.	214
Mukta, New Delhi	Hin. Mthly.	63
Murasoli, Madras	Tam. Dly.	113
Murshidabad Samachar, Murshidabad	Ben. Wkly.	27
Mysindia, Bengalore	Eng. Wkly.	176

"N"

Naba Kallol, Calcutta	Ben. Mthly.	34
Nadeem, Bhopal	Ur. Dly.	105
Nadodi, Madras	Tam. Mthly.	124
Nagarajan, Calcutta	Eng. Mthly.	272
Nagpur Times, Nagpur	Eng. Dly.	129
Nagrik, Kanpur	Hin. Wkly.	214
Naguva Nanda, Bangalore	Kan. Mthly.	182
Nai Dunia, Indore	Hin. Dly.	105
Nai Kahaniyan, Delhi	Hin. Mthly.	63
Nai Khunta, Cuttack	Or. Mthly.	186
Nai Sadi, Delhi	Hin. Mthly.	63
Nalikera Bulletin, Ernakulam	Mal. Wkly.	243
Nalvazhi, Poona	Tam. Mthly.	275
Nandan, Delhi.	Hindi Mthly.	65
Nardar, Madras	Tam. Fortly.	124
National Herald, Lucknow	Eng. Dly.	203
National Investment & Finance, Delhi	Eng. Fortly.	260
National Life Line, Patna	Eng. Wkly.	41
Natun Asamiya, Gauhati	As. Dly.	13
Nav Bharat Times, Bombay	Hin. Dly.	137
Nav Bharat Times, Delhi	Hin. Dly.	51
Navchitrapat, Delhi	Hin. Mthly.	65
Nava Bharat, Indore	Hin. Dly.	106
Nava Bharat, Nagpur	Hin. Dly.	136
Navabharath, Mangalore	Kan. Dly.	174
Nava India, Coimbatore	Tam. Dly.	113
Navajeevan, Trichur	Mal. Dly.	95
Navajivan, Panjim	Mar. Wkly.	70
Navajivan, Lucknow	Hin. Dly.	208
Navakeralam, Trivandrum	Mal. Dly.	95
Nava Konkan, Weekly, Ratnagiri	Mar. Wkly.	149

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Nava Prabhat Bhopal	Hin. Dly.	106
Naval, Poona	Mar. Mthly.	166
Navalkatha, Bombay	Guj. Mthly.	166
Navamani, Madras	Tam. Dly.	113
Navneet, Bombay	Hin., Guj., Mar. Mthly.	167
Navarashtra, Patna	Hin. Dly.	40
Navashakti, Madras	Tam Dly.	114
Navashakti, Bombay	Mar. Dly.	137
Navayugam, Trivandrum	Mal. Wkly.	99
Navchitrapat, Delhi	Hin. Mthly.	65
Navhind Times, Panjim	Eng. Dly.	69
Navi Prabhat, Calcutta	Pun. Dly.	22
Navyug, Jaipur	Hin. Dly.	197
Nawakal, Bombay	Mar. Dly.	137
Naya Rasta, Jaamshedpur	Hin. Wkly.	44
Naya Sansar, Moradabad	Ur. Wkly.	214
Naya Sansar, Muzaffarnagar	Hin. Wkly.	214
Naya Yuga, Udipt	Kanarese Wkly.	179
Neeharika, Agra	Hin. Mthly.	221
Neelum, Delhi	Hin. Mthly.	65
Neetee, Calcutta	Eng. Wkly.	24
Nepal Sandesh, Patna	Hin. Wkly.	44
New Administrator, Madras	Eng. Mthly.	120
New Republic Ranchi	Eng. Bi-Wkly.	41
New Sketch, Dhanbad	Eng. Wkly.	41
Nok Jhonk, Agra	Hin. Wkly.	221
Nootan Gujarat, Ahmedabad	Guj. Wkly.	79
Northern India Patrika, Allahabad	Eng. Dly.	204
Novem Goem, Goa	Konkani Fortly.	71
Now, Calcutta	Eng. Mthly.	290
Nursing Journal of India, New Delhi	Eng. Mthly.	272
Nutan Khabar, Calcutta	Ben. Wkly.	27
Nutan Saurashtra, Rajkot	Guj. Dly.	75
Nyaya, Ajmer	Hin. Wkly.	200

"O"

Onlooker, Bombay	Eng. Fortly.	156
Organiser Weekly, New Delhi	Eng. Wkly.	55
Orissa Review, Bhubaneswar	Eng. Mthly.	227
Our Times, Poona	Eng. Mthly.	156
Overseas Hindustan Times, New Delhi	Eng. Wkly.	55

"P"

Pagdandi, Amritsar	Ur. Mthly.	195
Paintindia, Bombay	Eng. Mthly.	279
Pallibasi, Burdwan	Ben. Wkly.	27
Palli Dak, Hooghly	Ben. Wkly.	28
Panchayati Raj, Delhi	Eng. Mthly.	227
Panchayat Raj Gazette, Agra	Hin. Wkly.	215
Panchayat, Hyderabad	Tel. Mthly.	289
Panchitjanya, Lucknow	Hin Wkly.	215
Panel Practitioner, Bombay	Eng. Mthly.	272
Panth, New Delhi	Pun. Wkly.	57
Parag, Bombay	Hin. Mthly.	167
Parvatiya, Naini Tal	Hin. Wkly.	215

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Pashupalan, New Delhi	Hin. Wkly.	256
Patna Journal of Medicine, Patna	Eng. Mthly.	273
Patriot, Delhi	Eng. Dly.	48
Payam-e-Mashriq Delhi	Ur. Wkly.	57
People, Lucknow	Eng. Wkly.	212
Pesum Padam, Madras	Tam. Mthly	124
Pharmaceutist, New Delhi	Eng. Mthly.	273
Phulchhab, Rajkot	Guj. Dly.	75
Picturegoer, Delhi	Eng. Mthly.	60
Picturpost, Madras	Eng. Mthly.	120
Pioneer, Lucknow	Eng. Dly.	204
Planned Selling, Bombay	Eng. Mthly.	234
Planter's Chronicle, Coonoor	Eng. Bi-Wkly.	279.
Planters Journal and Agriculturist, Calcutta	Eng. Mthly.	280
Plastics, Rubber and Leather Industries, Baroda	Eng. Bi-Mthly.	280
Plywood, Calcutta	Eng. Qrly.	281
Pogaku, Madras	Tel. Qrly.	285
Pointer, Bombay	Eng. Fortly.	157
Poomala, Ernakulam	Eng./Mal. Dly.	95
Poomala, Ernakulam	Eng./Mal. Mthly	101
Poona Daily News, Poona	Eng. Dly.	129
Popular Plastics, Bombay	Eng. Mthly	280
Pothujanam, Trivandrum	Mal. Dly.	95
Power Engineer, New Delhi	Eng. Qrly.	249
Prabasi, Calcutta	Ben. Mthly.	34
Prabhat, Ahmedabad	Guj. Dly.	75
Prabhat, Calcutta	Ben. Mthly.	34
Prabhatham, Quilon	Mal. Dly.	95
Prabhuddha Bharata, Calcutta	Eng. Mthly	30
Prachanda Vikatan, Madras	Tam. Fortly.	124
Pradeep, Jabalpur	Hin. Dly.	107
Pradeep, Patna	Hin. Dly.	40
Pragati, Bangalore	Kan. Wkly.	179
Pragati, Vijayawada	Tel. Fortly.	11
Prajamata, Bangalore	Kan. Wkly.	179
Prajamata, Bangalore	Tel. Wkly.	179
Prajamitra, Bombay	Mar. Dly.	139
Praja Patrika, Rajahmundry	Tel. Wkly.	10
Prajanantra, Bombay	Guj. Dly.	139
Prajanantra, Cuttack	Or. Dly.	186
Prajavani, Bangalore	Kan. Dly.	174
Prakash, Calcutta	Hin. Wkly.	28
Prakash, Udipi	Kan. Wkly.	180
Prakashan Samachar, New Delhi	Hin. Mthly.	65
Prakashini, Udipi	Kan. Mthly.	182
Prapancha, Bangalore	Kan. Wkly.	180
Pratap, Surat	Guj. Dly.	75
Pratap, Kanpur	Hin. Dly.	208
Pravasi, Ahmedabad	Guj. Mthly.	83
Prayag Patrika, Allahabad	Hin. Dly.	208
Preet Lari, Amritsar	Pun. Mthly.	195
Pritam, Delhi	Pun. Mthly.	65
Priya, Delhi	Hin. Mthly.	66
Punjab Medical Journal, Jullundur	Eng. Mthly.	273
Punjab Standard, Gurgaon	Eng. Wkly.	192

Name of Publication	Language & Periodicity	Page
Purnima, Calcutta	Hin. Mthly.	35
Purpose, Bombay	Eng. Mthly.	157
Purva, Jyoti, Gauhati	Hin. Wkly.	15
Pushpi, Allahabad	Hin. Mthly.	221
Puthumai, Madras	Tam. Mthly.	125
"Q"		
Qaumi Awaz, Lucknow	Ur. Dly.	209
Qaumi Ekta, New Delhi	Pun. Wkly.	58
Quest, Bombay	Eng. Qrly.	157
"R"		
Raag Rang, Calcutta	Hin. Mthly.	
Radiance, Delhi	Eng. Mthly.	55
Radio & Electric Trade Gazette, New Delhi	Eng. Mthly.	281
Radioman, Delhi	Eng. Mthly.	282
Radio-Television, Delhi	Eng. Mthly.	282
Raja Beta, Varanasi	Hin. Wkly.	221
Raja Bhayya, New Delhi	Hin. Mthly.	291
Rajasthan Chronicle, Jaipur	Eng. Wkly.	198
Ram Rajya, Kanpur	Hin. Wkly.	215
Ramadhenu, Gauhati	As. Mthly.	17
Ramakdun, Bombay	Guj. Mthly.	167
Ramta Yogi, Kanpur	Hin. Wkly.	222
Ranberi, Ujjain	Hin. Wkly.	108
Ranchi Express, Ranchi	Hin. Wkly.	44
Rang Bhumi, Delhi	Hin. Mthly.	66
Ranjit, Bombay	Pun. Dly. & Wkly.	139
Ranjit Patiala	Pun. Dly.	191
Rashtra Bandhu, Bangalore	Kan. Wkly.	180
Rashtra Dharma, Lucknow	Hin. Mthly.	222
Rashtradoot, Jaipur	Hin. Dly.	293
Rashtramat, Margao	Mar. Dly.	70
Rashtravani, Poona	Hin. Mthly.	168
Rashtravani, Ajmer	Hin. Wkly.	200
Rasrang, Nasik	Mar. Wkly.	149
Rasranjan, Ahmedabad	Guj. Wkly.	79
Rattan Jammu	Hin. Mthly.	87
Rayabhari, Udipi	Kan. Wkly.	180
Rayat, Kolhapur	Mar. Mthly.	168
Reader's Digest, Bombay	Eng. Mthly.	157
Reader's Magazine, Bombay	Eng. Mthly.	157
Récord and Statistics, New Delhi	Eng. Qrly.	260
Rekha, Nagpur	Hin. Mthly.	168
Rhythm, Calcutta	Eng. Qrly.	30
Rice News Teller, New Delhi	Eng. Qrly.	255
Road Transport, Calcutta	Eng./Hindi./Pun. Mthly.	287
Rooperi Rajan, Rajkot	Guj. Wkly.	79
Rooplekha, Calcutta	Hin. Mthly.	35
Rooplekha, New Delhi	Eng. Half. Yearly	291
Roshni, Patna	Ur. Wkly.	44
Rotary News, Bangalore	Eng. Mthly.	282
Rozana Hind, Calcutta	Ur. Dly.	22
Rubber Board Bulletin, Kottayam	Eng./Mal Qrly.	281

<i>Name of Publication</i>	<i>Langage & Periodicity</i>	<i>Page</i>
Rubber & Plastics Annual, Bombay ..	Eng. Annual	280
Rupavani, Madras	Tel. Mthly.	125
Rural India, Bombay	Eng. Mthly.	159
“S”		
Sabras, Ahmedabad	Guj. Wkly.	798
Sachetna, Bombay	Kan. Mthly.	168
Sachitra, Bharat, Calcutta ..	Ben. Wkly.	20
Sada-e-Aam, Patna	Ur. Dly.	45
Sadaquet, Kanpur	Ur. Wkly.	210
Sadhana, Ahmedabad	Guj. Wkly.	85
Sadhvi, Mysore	Kan. Dly.	176
Sadiniya Navayug	Ass. Wkly.	13
Safety News, Bombay	Eng. Mthly.	270
Sahakar, Rajkot	Guj. Wkly.	82
Sahitya Sandesh, Agra	Hin. Mthly.	226
Sahyogi, Kanpur	Hin. Wkly.	219
Sainik, Agra	Hin. Dly.	207
Sainik Samachar, Delhi	Six-Lan. Mthly.	222
Sajni, Allahabad	Hin. Mthly.	228
Samacharam, Rajahmundry ..	Tel. Dly.	186
Samaj, Cuttack	Or. Dly.	232
Samaj Kalyan, Delhi	Hin. Mthly.	35
Samakalin, Calcutta	Ben. Mthly.	168
Samarpan, Bombay	Guj. Fortly.	80
Samaya, Saurashtra	Guj. Wkly.	35
Samahati, Calcutta	Ben. Mthly.	193
Samrat, Jullundur	Pun. Wkly.	175
Samyukta Karnatak, Hubli ..	Kan. Dly.	180
Sandarshana, Bijapur	Kan. Wkly.	76
Sandesh, Ahmedabad	Guj. Dly.	149
Sandesh, Ahmednagar	Mar. Wkly.	139
Sandhyakal, Bombay	Mar. Dly.	182
Sangam, Hubli	Kan. Mthly.	40
Sangam, Patna	Ur. Dly.	216
Sangathan Weekly, Kanpur ..	Sin. Wkly.	222
Sangeet, Aligarh	Hin. Mthly.	139
Sanj Maratha, Bombay	Mar. Dly.	22
Sanmarg, Calcutta	Hin. Dly.	216
Sansar, Varanasi	Hin. Wkly.	83
Sansar, Ahmedabad	Guj. Mthly.	150
Saptahik Gavakari, Nasik ..	Mar. Wkly.	10
Saptahik Hindi Milap, Hyderabad	Hin. Wkly.	58
Saptahik Hindustan, New Delhi	Hin. Wkly.	216
Saptahik Vyapar Sandesh, Kanpur	Hin Wkly.	222
Saraswati, Al'ahabad	Hin Mthly.	169
Sarika, Bombay	Hin Mthly.	66
Sarita, New Delhi	Hin. Mthly.	66
Sarita, New Delhi	Ur. Mthly.	101
Sarsan, Changana Chetty ..	Mal. Mthly.	41
Sathi, Patna	Ur. Dly.	99
Satyadeepam, Ernakulam ..	Mal. Wkly.	175
Satyavadi Mysore,	Kan. Dly.	169
Savita, Bombay	Guj. Mthly.	30
Science & Culture, Calcutta ..	Eng. Mthly.	28
Screen, Calcutta	Hin. Wkly.	

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Screen Bengali, Calcutta	Ben. Wkly.	28
Screen, Bombay	Eng. Wkly.	144
Searchlight, Patna	Eng. Dly.	39
Seema, Bombay	Guj. Mthly.	169
Seema Sandesh, Sriganganagar	Hin. Wkly.	201
Seminar, New Delhi	Eng. Mthly.	60
Senani, Bikaner	Hin. Wkly.	201
Sevagram, New Delhi	Hin. Wkly.	58
Sevak, Ahmedabad	Guj. Dly.	76
Sevika, Bombay	Eng. Mthly.	159
Shakthi, Coorg	Kan. Dly.	175
Shakuntala, Indore	Sin. Mthly.	108
Shama, New Delhi	Ur. Mthly.	66
Shankar's Weekly, New Delhi	Eng. Wkly.	55
Sher-i-Punjab, New Delhi	Ur. Wkly.	58
Shillong Times, Shillong	Eng. Wkly.	14
Shipping & Port Review, Calcutta.	Eng. Mthly.	283
Shivashakti, Akola	Mar. Dly.	140
Shola-i-Hayat, Bhopal	Ur. Fortly.	109
Short Story Magazine of India, Madras	Eng. Mthly.	120
Shree Deepalaxmi, Bombay	Mar. Mthly.	169
Shreerang, Ahmedabad	Guj. Mthly.	83
Shrinagaar, Delhi	Hin. Mthly.	67
Siasat Daily, Hyderabad	Ur. Dly.	8
Sikh Review, Calcutta	Eng. Mthly.	31
Sikshak, Calcutta	Ben. Mthly.	35
Silk & Rayon Industries of India, Bombay	Eng. Mthly.	283
Simmakkural, Tuticorin	Tam. Wkly.	118
Siyasi Duniya, Jullundur	Pun. Mthly.	193
Social Welfare, New Delhi	Eng. Mthly.	228
Society, Calcutta	Eng./Ben. Mthly.	31
South Eastern Rly. Magazine, Calcutta	Eng. Wkly.	228
South India Industrial Reporter, Madras	Eng. Mthly.	261
South Indian Teacher, Madras	Eng. Mthly.	120
Sport & Pastime, Madras	Eng. Wkly.	116
Sport & Pleasure, Calcutta	Eng. Mthly.	31
State Transport Review, Bombay	Eng. Annual	286
Statesman, New Delhi	Eng. Dly.	48
Statesman, Calcutta	Eng. Dly.	19
Stree, Ahmedabad	Guj. Wkly.	80
Stree, Poona	Mar. Mthly.	169
Subah-e-Unmid, Bombay	Ur. Mthly.	170
Subhagavati, Bombay	Pun. Mthly.	170
Sudhanidhi, Allahabad	Hin. Mthly.	275
Sugandh, Bombay	Mar. Annual	170
Sukhani, Bombay	Guj. Wkly.	149
Suktara, Calcutta	Ben. Mthly.	37
Sunday Globe, Baroda	Eng. Wkly.	76
Sunday Lokasatta, Bombay	Mar. Wkly.	150
Sunday Sakal, Poona	Mar. Wkly.	150
Sunday Standard, Bombay	Eng. Wkly.	141
Sunday Standard, Madras	Eng. Wkly.	115
Sunday Standard, Southern Edn.	Eng. Wkly.	9
Sunday Standard, New Delhi	Eng. Wkly.	51
Suneheri Bharat, Gurgaon	Hin. Dly.	192

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
Sunshine, Poona	Eng. Mthly.	159
Sushama, New Delhi	Hin. Mthly.	67
Swadeshmitran, Madras	Tam. Dly.	114
Swadeshmitran, Madras	Tam. Wkly.	119
Swaraj, Poona	Mar. Wkly.	150
Swarajya, Agra	Hin. Wkly.	216
Swarajya, Madras	Eng. Wkly.	116
Swarajya, Palampur	Guj. Wkly.	80
Swasthya Aur Jivan, Poona	Hin. Mthly.	275
Swatantra Bharat, Lucknow	Hin. Dly.	209
Swatantra Deep, Etawah	Hin. Wkly.	216
Swatantra Sarjan, Baroda	Guj. Dly.	76

"T"

Tainadu, Bangalore	Kan. Dly.	176
Tamaku, Madras	Guj. Qrly.	285
Tambaku, Madras	Hin. Qrly.	286
Tamil Arasu, Madras	Tam. Wkly.	119
Tamil Cinema, Madras	Tam. Wkly.	119
Tamil Nadu, Madurai	Tam. Dly.	114
Tarun Bharat, Nagpur	Mar. Dly.	140
Tarun Bharat, Lucknow	Hin. Dly.	211
Telegraph, Trichur	Mal. Dly.	96
Textile Age, Bombay	Eng. Annual	283
Textile Industry of India, Calcutta	Eng. Bi-Mthly.	284
Textile Magazines, Madras	Eng. Mthly.	284
Textile Trends, Calcutta	Eng. Mthly	284
Thana Samachar, Thana	Mar. Wkly.	151
Thani Arasu, Madras	Tam. Dly.	115
Thaniniram, Trivandrum	Mal. Mthly.	101
The World, Bombay	Eng. Annual	160
Thengina Bulletin, Ernakulam	Kan. Mthly.	243
Thilkam Madras	Tam. Wkly.	119
Thina Seithi, Madras	Tam. Dly.	115
Thought, Delhi	Eng. Wkly.	56
Thozhilali, Trichur	Mal Dly.	96
Tide, Bombay	Eng. Wkly.	144
Times of India, Bombay	Eng. Dly.	129
Times of India, Delhi	Eng. Dly.	48
Tisco, Jamshedpur	Eng. Qrly.	262
Tobacco Bulletin, Madras	Eng. Qrly.	285
Topic, Ahmedabad	Eng. Mthly.	81
Transactions of Indian Institute of Metals, Calcutta	Eng. Qrly.	278
Transport Communications Monthly Re- view, New Delhi	Eng. Mthly.	286
Transport Industry & Trade Journal, Baroda	Eng. Bi. Wkly.	286
Traveller in India, New Delhi	Eng. Mthly.	228
Trend, Bombay	Eng. Mthly.	159
Tribune, Ambala	Eng. Dly.	189
Triveni, Masulipatnam	Eng. Qrly.	11
Triveni, Margao	Hin./Mar./Konkani Wkly.	71
Tufan, Batala	Ur. Wkly.	193
Two Wheeler, Delhi	Eng. Mthly.	238

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
"U"		
Udayini, Kakinada	Tel.. Wkly.	10
Udyama, Nagpur	Mar. Mthly.	170
Udyog Bharati, Calcutta	Hin. Mthly.	37
Udyog Vyapar Patrika, New Delhi	Hin. Mthly.	261
Ujala, Agra,	Hin. Dly.	211
Ujala, Lucknow	Hin. Wkly.	217
United Asia, Bombay	Eng. Mthly.	159
Unnat Krishi, New Delhi	Hin. Mthly.	257
Upper India Motorist, New Delhi	Eng. Mthly.	238
Urdu Mewat, Gurgaon	Ur. Dly.	192
Urvashi, Bombay	Hin. Wkly.	151
Usha, Indore	Hin. Mthly.	109
Utkal Prasang, Bhubaneswar	Or. Mthly.	232
Uttar Bihar, Patna	Hin. Wkly.	45
Uttam, Bombay	Mar. Yearly.	170

"V"

Vagnadoot, Calcutta	Ben. Wkly.	29
Vahini Weekly, Vijaywada	Tel. Wkly.	10
Vani, Madsas	Tel. Fortly.	232
Varsha, Bombay	Guj. Mthly.	171
Vasant, Bombay	Mar. Mthly.	171
Vauraddencho IXTT, Pilar	Konkani/Eng./Portuguese Wkly.	71
Vazha Vazhi, Madras	Tam. Wkly.	119
Veer Bharat, Kanpur	Hin. Dly.	211
Viduthalai, Madras	Tam. Dly.	115
Vigil, Calcutta	Eng. Wkly.	24
Vigyan Lok, Agra	Hin. Mthly.	223
Vikatakesari, Trivandrum	Mal. Mthly.	101
Vikrama, Bangalore	Kan. Wkly.	180
Vimana Samachar, Bangalore	Eng. Qrly.	240
Visalaandhra, Vijaywada	Tel. Dly.	8
Vishal Rajasthan, Calcutta	Hin. Wkly.	29
Vishal Sahyadri, Poona	Mar. Dly.	140
Vishwabandhu, Calcutta	Hin. Dly.	23
Vishwa Jyoti, Hoshiarpur	Hin. Mthly.	195
Vishwa Karma, Calcutta	Eng. Mthly.	251
Vishwamitra, Calcutta	Hin. Dly.	23
Vishwa Vani, Hubli	Kan. Dly.	176
Viswakarnataka, Bangalore	Kan. Wkly.	181
Vishwamekhala, Trivandrum	Mal. Dly.	96
Vivek Weekly, Bombay	Mar. Bi-Wkly.	151
Vyapar, Bombay	Guj. Wkly.	151

"W"

Wangmaya-Sobha, Poona	Mar. Mthly.	171
Weekly Biswa Dut Patrika, Dhubri	As./Ben. Wkly.	16
Weekly Hindu, Hardwar	Hin. Wkly.	217
Weekly Kerala, Ernakulam	Eng. Wkly.	97
Weekly Telegraph, Trichur	Mal. Wkly.	99

<i>Name of Publication</i>	<i>Language & Periodicity</i>	<i>Page</i>
"Y"		
Year Book & Directory of Indian Sugar		
Factories, Kanpur Eng. Yrly.	284
Yogi, Patna Hin. Wkly.	45
Yojana, Delhi Eng. & Hin. Qrly.	229
Young India, Shillong Eng. Wkly.	14
Your Health, Calcutta Eng. Mthly.	273
Yug Chhaya, Delhi Hin. Mthly.	67
Yugadharma, Jabalpur Hin. Dly.	107
Yugadharma, Nagpur Hin. Dly.	140
Yugantar, Dhanbad Hin. Wkly.	45
Yuga, Hyderabad Tel. Mthly.	289
Yuvak, Agra Hin. Mthly.	223
"Z"		
Zagmag, Ahmedabad Guj. Wkly.	81
Zamin Ryot, Nellore Tel. Wkly.	10
Zankar, Rajkot Guj. Wkly.	81

FOR EFFECTIVE COVERAGE

Advertise in

I.C.A.R. FARM JOURNALS

INDIAN FARMING—English Monthly

The oldest agricultural journal in India devoted to better farming and stock management.

KHETI—Hindi Monthly

A counterpart of 'Indian Farming' in Hindi catering to the needs of the farming community of Hindi speaking areas.

INDIAN HORTICULTURE—English Quarterly

An illustrated journal devoted exclusively to problems of fruits, vegetables and flower gardening.

INDIAN LIVESTOCK—English Quarterly

A premier quarterly magazine covering wide variety of livestock problems relating to breeding, nutrition, control of diseases etc.

PASHUPALAN—Hindi Quarterly

This illustrated popular quarterly in Hindi is devoted to problems relating to livestock breeding, management etc.

For details of rates and particulars of above and other journals issued by the Indian Council of Agricultural Research,

Write to:

**The Business Manager,
Indian Council of Agricultural Research,
Krishi Bhavan, New Delhi-1.**

PART I			
Abdullabhai Fidaali & Co.	14	India Publicity Co. Ltd.	236
A.B.C.	216	Inter Ads.	262
Adarts Advertising	253	International Clipping Service	7
All India Handicrafts Board	18	I.T.I.	26
Alpha Advertising Service	259	Janma bhoomi group	138
Amrita Bazar Patrika	VIII	Jayanti Shipping Co. Ltd.	17
Andhra Bank Ltd.	36	J. B. Mangharam & Co.	132
A.P. Khadi & Village Industries Board	84	Kalpna Advertising & Publicity	252
Arim Metal Industries P. Ltd.	166	K. S. Kapoor & Co.	189
Aruna & Co.	241	Larsen & Toubro Ltd.	VI
A.S.P.	264	Linotype & Machinery Ltd.	130
Basumati	137	Lional Edwards (P) Ltd.	131
Bata Shoe Co.	276	M.A. A.	197, 238, 243 & 264
B. Datta Ram & Co.	235	Madhya Pradesh Laghu Udyog.	
Calcutta New India Publicity	245	Nigam	129
Clarion Mc-Cann Advertising	250	Mathrubhumi	165
Cuttack United Central Co-op Bank	156	M.P. State Industries Corp.	286
Dena Bank	12	NAFEN	39
D.G.L. Pvt. Ltd.	51	N.A.S.	Spine
Dyer Meakins	166	National Foundry & Rolling Mills	206
Efficient Publicities Pvt. Ltd.	239	Oil India Ltd.	82
Escorts Ltd.	48	Orissa Khadi & Village	188
Esso	2	Orissa Provincial Co-op. Land	188
Everest Advertising	260	Orissa State Financial Corp.	210
Express Block	X	Orissa Wood Products	229
F.D. Stewart Private Ltd.	230	Print & Paper Sales Pvt. Ltd.	8
Federal Republic of Germany	120	Printadex calcutta	275
Fertilizer Corporation of India	150	Progressive Publicity	255
Gayways Publicity	256	P.S.O.I.	267
German Democratic Republic	52	Publicity Forum	247
Gomantak	69	Radiant Process	268
Govt. of A.P.	74	Ratan Batra	233
Govt. of Assam	90	Sandesh	IX
Govt. of Gujarat	Opening Page	Scindia Steam Navigation	136
Govt. of Himachal Pradesh	78	Silpa Puri	25
Govt. of Kashmir	Facing Title Page	Sista's Advertising	258
Govt. of Maharashtra	2nd Cover	Spark Battery	294
Govt. of Nagaland	114	Statesman	Ist Cover
Govt. of Punjab	70	S.T.C.	13
Govt. of U.P.	119	Sterling Advertising	X
India Pistons	190	Times of India	V
Indian Airlines	28	Tirupati Tirumala	162
Indian & Eastern Engineer	197	Tisco	1
Indian Oil Corporation	30	Transart Agency	46
Indian Paint & Chemical	210	Transport Ad. Service	IX
		Ulka Advertising	198
		V.O.A.	380
		West Coast Paper Mills	187

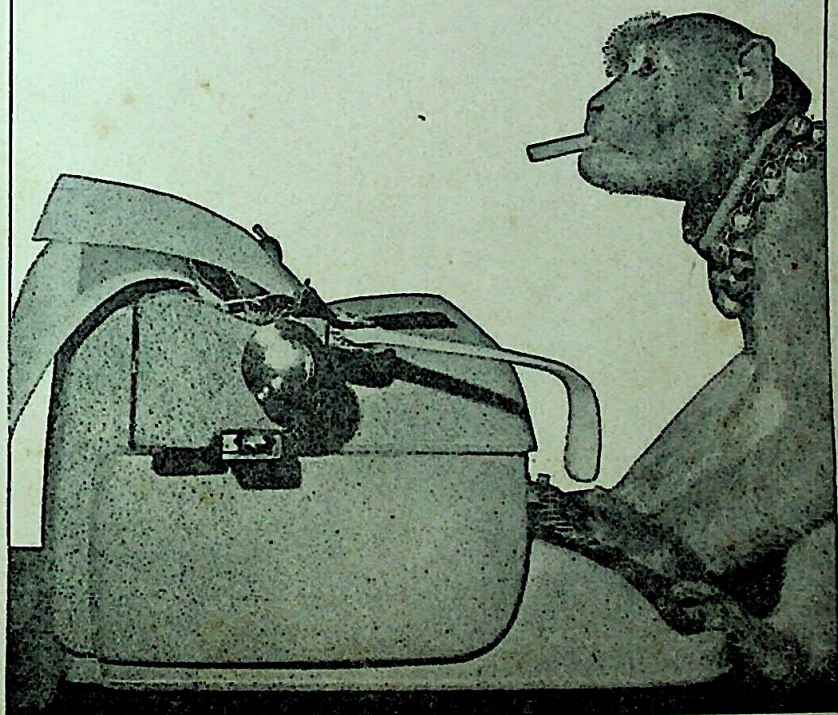
PART II

Aerovoice & Eng. (P) Ltd.,	281	Medium Service	
Amrutanjan Ltd.	98	Metal Box	iii
Ananda Bazar Patrika	4th Cover	Middle East Construction Equip-ments	88
Asom Batori	288	Minerals & Metals Trading Corp.	184
Assam Tribune	14	Monotype Corporation Ltd.	276
Barabati Raffle Committee	313	Nagpur Times	172
Bhartiya Vidya Bhavan	153	National Herald	131
British India Corp'n. Ltd.	202	Natun Asamiya	204
Cement Marketing	84	Navabharath	15
Chayavani Pratisthan	186	Navjivan	174
Colgate-Palmolive	12	Nestle's Products	212
Daily Jagran Jhansi	213	Niakhunta	148
Deccan Chronicle	6	NICCO	183
Dunlop	68	Northern Railway	86
Easun Madras	clxii	Now	236
Ganges Printing Co. Ltd.	164	N.S.I.C.	xxvii
G.E.C.	138	Orient Paper Mills Ltd.	323
Govt. of A.P.	230	Orissa Board Mills	201
Govt. of (West) Bengal	lix	Orissa Co-op. Ins. Society	cxvi
Govt. of Gujarat	72	Orissa Handicraft	cxli
Govt. of Goa	cvii	Orissa Machinery	cxvii
Govt. of India (Pub. Dvn.)	314	Orissa Small Industries	195
Govt. of Kashmir Tourism	i	Orissa State Cooperative Bank	cxvii
Govt. of Kerala	90	Pancha Sakha Pictures	lxxv
Govt. of Maharashtra	130	Panchayat Hyderabad	cxv
Govt. of M.P.	102	Patnaik & Co. Pvt. Ltd.	x
Govt. of Orissa (Dir. Food & Ag.)	42	Patrika Syndicate	288
Govt. of Orissa Home (P.R.)	187	Patriot	224, xl
Govt. of Rajasthan	3rd Cover	Philips	48
Heavy Electricals	109	Phoenix	37
Hindu	296	Pic Publicity of India	xxxi
H.M.T.	178	Pioneer Ltd.	294
Hindustan Motors Ltd.	223	P.N.B.	206
Hindustan Steel	250	P. & T.	158
Hindustan Times	46 & 50	Praja Tantra Prachar Samiti	218
Hitavada	149	Press & Publicity Syndicate	cxxiv
I.C.A.R.	376	Qaumi Awaz	xxx
I.C.U.	xl	Rashtramat	209
Imperial Tobacco	98	Rozana Hind	71
Indian Express	4	Sadiniya Navayug	27
Indian Nation & Aryavarta	38	Sahu Jain	288
Indian National Press (Bom)	126	S. Akbar Khan & Co.	210
Indian Oxygen Ltd.	64	Samaj	184
Indian Tube Co. Ltd.	254	Sammukhya	183
Industry & Commerce	lxxv	Sathe Biscuits	cxxiv
Jay Engineering Works Ltd.	171	Sekai	17
Kalinga Co-op. Silver Filigree	196	Shanker's Weekly	295
Kalinga Cables	3	Shringaar	56
Kerala Kaumudi	92	Siasat Daily	67
Killick Industries	242	South Eastern Railway	7
K. C. Charities	cxv	S. Ziaullah & Co.	264
L.I.C.	36	Tapang Light Foundry	cxv
Link	54	Tata Oil Mills Co.	3
Mail	110	Thought	182
Mahindra & Mahindra	379	Tribune Ambala	53
Malabar Mail	93	Union Carbide	188
Malayala Manorama	clxi	Utkal Industries	125
		Utkal Equipment	287
		Vishwamitra & Cine Advance	cxli
			18

Quality is never an accident.
It is always the
result of intelligent effort.
There must be the will
to produce a superior thing.

John Ruskin

Mahindra & Mahindra Ltd.





THE VOICE OF AMERICA BROADCASTS TO INDIA

A special series of broadcasts for Indian listeners in English, Hindi, Bengali and Tamil brings you world news, commentary, discussions on international affairs by distinguished Indians and Americans, music and other cultural programmes.

LANGUAGE	TIME	METRES
ENGLISH	6-30 — 9 A.M.	25.35, 41.24
	5-30 — 11-30 P.M.	25.35, 42.19, 19.63
HINDI	9 — 9-30 P.M.	25.35 19.63.
BENGALI	7 — 7-30 P.M.	25.35, 19.63
TAMIL	7-30 — 8 P.M.	42.19, 25.35



Subscribe to Radio Newsletter
(50 Paise yearly) for a complete
schedule of VOA broadcasts to
India. Write to USIS, New Delhi.

JWTVOA - 3096



HINDUSTHAN STANDARD

The best and most reliable news
Hindusthan Standard is known for its

ANANDA BAZAR PATRIKA

First class and most reliable news
Published from Calcutta

DESH

Desh is a dash of colour and interest
First class Desh is weekly with ever new stories

ANANDA BAZAR PATRIKA PRIVATE LTD.

5 SOOTERKIN STREET CALCUTTA 1.

Phone 23-2283 (7 lines)

Post Box 2535 G.P.O.

23-8541 (5 lines)

Grain Anandabazar, Cal.